

July 1, 1963

'THE MILTON BERLE SHOW' IN COLOR IS FIRST OF THREE PROGRAMS  
TO BE SPONSORED BY PHARMACRAFT IN WEEK ON NBC-TV

"The Milton Berle Show," a comedy-variety program starring Milton Berle, with guest stars Jack Benny, Laurence Harvey, Lena Horne and Janis Paige, will be presented in color on NBC-TV Monday, Aug. 12 (9:30-10:30 p.m. EDT). The special, originally telecast March 9, 1962, was produced by William O. Harbach and directed by Barry Shear.

The full-hour show will be the first of three specials to be sponsored during the week of Aug. 12-16 by the Pharmacrft Laboratories, for which the advertising agency is Papert, Koenig, Lois Inc. Previously announced for Friday, Aug. 16 is the "International Beauty Spectacular," in which the finals of the International Beauty Congress pageant, from Long Beach, Calif., will be telecast on NBC-TV. The third program will be announced soon.

"The Milton Berle Show" was written by Herb Sargent, Harry Crane, Stan Dreben, Milt Josefsberg. The musical director was Les Brown. The choreography was by Tom Hansen and the choral background by the Johnny Mann Singers.

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## NBC TELEVISION NETWORK NEWS

### 'RELAY' SATELLITE TRANSMISSION OF PRESIDENT KENNEDY IN ROME IS TELECAST LIVE ONLY ON NBC-TV NETWORK

NBC-TV was the only network to broadcast live a Relay satellite transmission today (Monday, July 1, 10:13-10:21 a.m. EDT) showing coverage of President Kennedy's arrival at Fiumicino airport and his motorcade into Rome.

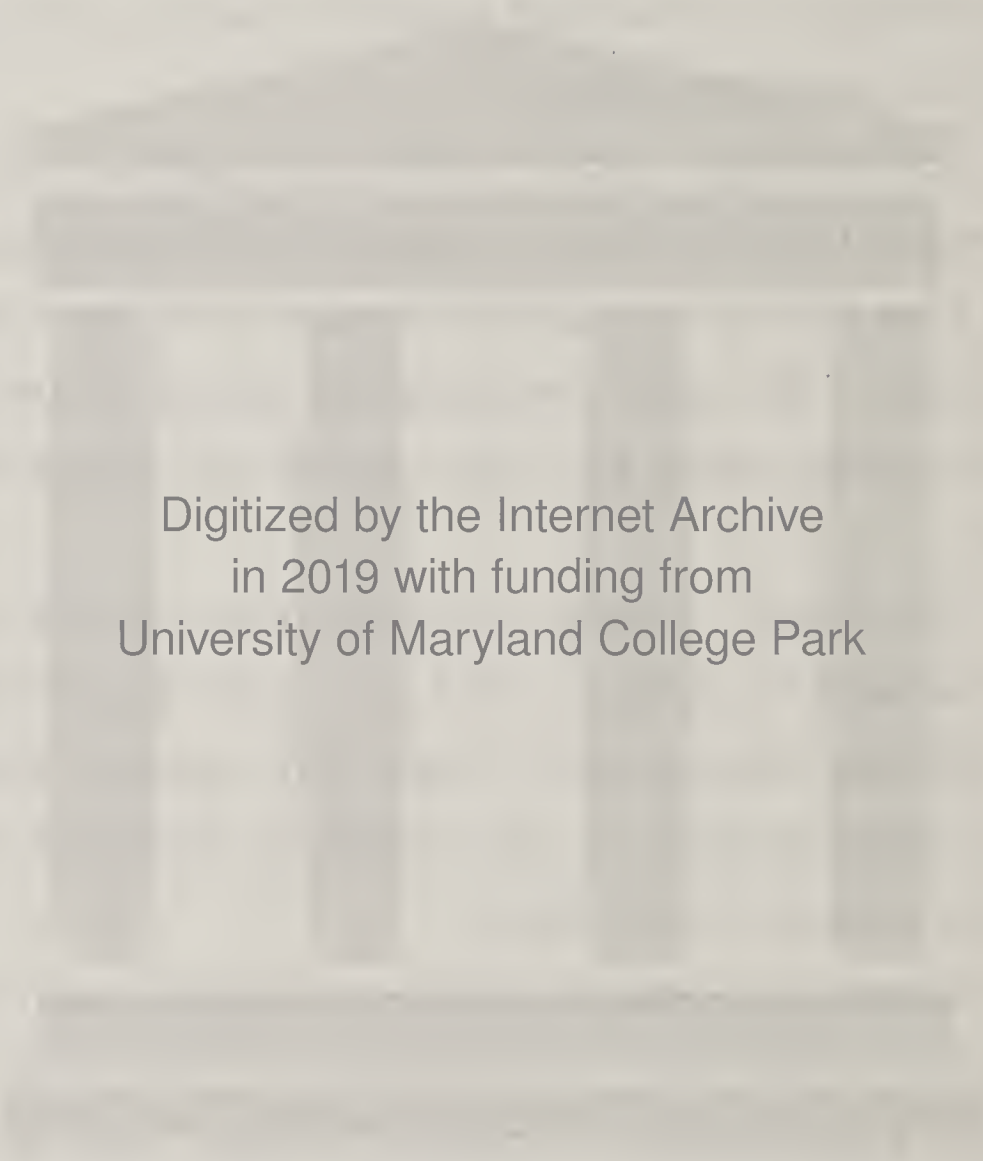
The coverage, taped in Rome and carried live on NBC-TV as it was transmitted via Relay, showed the President speaking at the airport, then riding through the streets with Italian President Antonio Segni. NBC News correspondent Irving R. Levine reported from Rome, and correspondent Bill Ryan opened and closed the telecast in New York.

The "Today" program again was first on the air with pictures of the President in Europe. At 8 a.m. EDT "Today" presented film, sent on the NBC-BBC trans-Atlantic cable film system, showing the President being greeted at the airport by President Segni and setting off on the motorcade into Rome.

During the weekend, NBC News presented seven telecasts covering the President's tour and the coronation of Pope Paul VI. They included coverage of the President in Dublin (Friday, June 28, 11:15-11:45 p.m. EDT), the President in Galway, Ireland (Saturday, June 29, 12:05 to 12:16 p.m. EDT); the President in Ireland and his departure for England (Saturday, June 29, 10:43-11 p.m. EDT); preparations for the Papal Coronation (Sunday, June 30, 12:55-1:04 p.m. EDT); the Coronation (WNBC-TV only Sunday, June 30, 4:30-5 p.m. EDT); the President's journey (Sunday, June 30 6:30-7 p.m. EDT); and the Coronation (Sunday, June 30 7-7:30 p.m. EDT).

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NBC-New York, 7/1/63



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MELBOURNE FILM FESTIVAL HONORS 'VINCENT VAN GOGH: A SELF-PORTRAIT'

"Vincent Van Gogh: a Self-Portrait," the award-winning NBC-TV color documentary, has been awarded a Diploma of Merit by the Melbourne Film Festival of Australia.

The announcement was made by CINE -- Committee on International Non-Theatrical Events -- which coordinates U. S. films in various foreign film festivals. The program, written and produced by Lou Hazam, was telecast Nov. 17, 1961. It retraced the life of Van Gogh in the artist's own words and through his drawings and paintings, many of which were shown for the first time. The program previously won Emmy and George Foster Peabody awards.

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PHIL GREEN TO SCORE SOUND TRACK FOR SERIES, "HARRY'S GIRLS"

Phil Green, British composer-conductor, will score the sound track for the new situation comedy series "Harry's Girls," now being filmed on the Riviera for showing next Fall on NBC-TV (Fridays, 9:30 p.m. EDT).

Green has scored some of Britain's top films in recent years including "Sapphire," "The League of Gentlemen" and "The Singer Not the Song." He has also composed a number of popular songs including the current European favorite, "Say Wonderful Things to Me."

"Harry's Girls" stars Larry Blyden and three American beauties: Diahn Williams, Dawn Nickerson and Susan Silo.

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NBC-New York, 7/1/63



July 1, 1963

WILLIAM MULDOON IS APPOINTED COMMITMENT ADMINISTRATOR,  
NBC-TV PARTICIPATING PROGRAM SALES

William Muldoon has been appointed Commitment Administrator, NBC-TV Participating Program Sales, NBC Television Network it was announced today by Joseph J. Iaricci, Director, Sales Administration, NBC Television Network.

Mr. Muldoon has been a Commitment Administrator, NBC-TV nighttime programs, since 1961. He joined NBC in 1955 as a Service Representative in the Sales Department, and in 1957 he was named Senior Service Representative. From 1959 to 1961 he served in the NBC Station Relations Department as Coordinator of Special Projects.

Before joining NBC, Mr. Muldoon was Manager of Co-op Programs for the Dumont Television Network from 1952 to 1955. Before that he served with the U. S. Army in Frankfurt, Germany, as a news writer and producer of a weekly news program for the American Forces Network.

Mr. Muldoon is a graduate of New York University, class of 1950. He is married to the former Clare Cibbarelli of Bronx, N. Y. They live in Tenafly, N. J.

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July 2, 1963

NBC WILL TELECAST 'THE BING CROSBY SHOW,' ONE OF THREE  
SPECIALS TO BE SPONSORED BY PHARAMCRAFT IN WEEK

"The Bing Crosby Show," a special built around the theme of America at holiday play, will be presented on the NBC-TV Network Wednesday, Aug. 14 (10 to 11 p.m. EDT). Bing's guests for the special -- which was originally presented on another network May 14, 1962 -- will be Bob Hope, Edie Adams, Gary Crosby, the Smothers Brothers and clarinetist Pete Fountain and his group.

Co-produced by Howard Leeds and Bob Wynn, "The Bing Crosby Show" was directed by Stan Harris, with David Rose as music director. Choreography is by Tony Charmoli. Bill Morrow, Howard Leeds, Sheldon Keller and Howard Merrill wrote the script.

"The Bing Crosby Show" is the third of three full-hour specials to be sponsored during the week of Aug. 12-16 on NBC-TV by Pharmcraft Laboratories, for which the advertising agency is Papert, Koenig, Lois Inc. The other programs will be "The Milton Berle Show" Monday, Aug. 12 (in color, 9:30-10:30 p.m. EDT) and the "International Beauty Spectacular" Friday, Aug. 16 (10-11 p.m. EDT).

"The Bing Crosby Show" pre-empts "The Eleventh Hour" on Aug. 14.

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July 2, 1963

ERNEST LEE JAHNCKE JR. OF NBC TAKES OFFICE

AS PRESIDENT OF BROADCAST PIONEERS

Ernest Jee Jahncke Jr., Vice President, Standards and Practices, National Broadcasting Company, took office as the 17th President of the Broadcast Pioneers on July 1. He succeeds Ward L. Quaal of station WGN, Chicago.

Mr. Jahncke, the fourth NBC executive to be elected President, will serve a one-year term ending June 30, 1964. During the previous term he was First Vice President of the Broadcast Pioneers. The organization this year is observing its 20th anniversary.

Mr. Jahncke joined NBC Dec. 30, 1959, as Director, Standards. He was promoted to Director, Standards and Practices, in October, 1960, and assumed full supervision of the department the next month. In November, 1961, he was elected Vice President, Standards and Practices.

He had been Vice President and Assistant to the President of Edward Petry & Co. Inc., and from 1952 to 1957 held the same title with the American Broadcasting Company.

During World War II he served on active duty with the U. S. Naval Reserve. He was with NBC's Traffic and Station Relations Departments from 1937 to 1941.

Mr. Jahncke is a graduate of the U. S. Naval Academy. He lives with his wife and four children in Greenwich, Conn.

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Other NBC executives who served as President of the Broadcast Pioneers are William S. Hedges, Frank E. Mullen and Raymond F. Guy.

Some of the annual major activities of the Broadcast Pioneers are the sponsoring of the Peabody Luncheon at which the Peabody Awards, for excellence in broadcasting, are presented; the Awards Banquet and presentation of Hall of Fame Awards at the convention of the National Association of Broadcasters; the Golden Mike Awards of the Broadcasters Foundation, the funds of which are used to aid needy broadcasters; and the oral history project of the Broadcast Pioneers Association, which is the compilation on tape of a verbal history of the broadcasting industry.

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NBC-New York, 7/2/63





NBC COLOR TELEVISION NEWS



July 2, 1963

FULL-HOUR NBC NEWS COLOR TV SPECIAL TO PRESENT

INTIMATE PORTRAIT OF PRESIDENT IN EUROPE

Program Will Evaluate Results of Two

An intimate portrait of President Kennedy on his tour of Europe -- presenting closer and more informal coverage of his activities than has appeared on other news programs -- will be telecast in color as a full-hour NBC News special program Friday, July 5 on NBC-TV (7:30-8:30 p.m. EDT).

The program will cover the President's visits to West Germany, Ireland, Great Britain and Italy, reviewing its highlights and evaluating its results. Producer Chet Hagan said the coverage, filmed by special camera crews solely for this program, will be different from the live or tape coverage shown on previous programs dealing with the tour.

Hagan said the film crews were able to get closer and more informal views of President Kennedy than those which have appeared on other programs. NBC News cameramen Sy Avnet of New York and Broadford Kress of Washington followed the President throughout the trip, shooting only color film.

This coverage was augmented by the work of other color film crews at various places. In Berlin seven crews filmed the President's activities in color, and in Cork five color crews

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were in operation. News editor Gene Farinet traveled with the NBC News team to coordinate the color coverage.

Frank McGee, in New York, will be anchorman of the program, which will include a live discussion by other NBC News correspondents. Peter Hackes will view the President's trip with respect to NATO and nuclear problems. Senior European correspondent Joseph C. Harsch, in an audio report from London, will report European reaction. White House correspondent Sander Vanocur will evaluate the trip's success from the Administration point of view, and Robert Abernethy will describe Congressional reaction. McGee will preside over the discussion.

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NBC-New York, 7/2/63



# NBC TELEVISION NETWORK NEWS

July 2, 1963

NBC NEWS COVERS PRESIDENT KENNEDY'S EUROPEAN TOUR WITH 18  
SPECIAL TELECASTS, SUPPLEMENTED BY MOST EXTENSIVE  
USE OF COMMUNICATIONS SATELLITES

Supplemented by the most extensive use of the communications satellites, NBC News covered President Kennedy's 11-day European tour with a total of 18 special TV reports.

These included eight telecasts of Relay and Telstar satellite transmissions from Europe, all but one of these feeds containing tapes of the President as he appeared publicly in Germany, Ireland, England and Italy. A live satellite pickup from Europe showed the President as he addressed the Irish Parliament June 28.

NBC News will also present a full-hour color TV special reviewing the tour and evaluating its accomplishments Friday, July 5 (7:30 p.m. EDT).

NBC News assigned 52 staff correspondents, writers, camera-men, technicians and supervisory personnel throughout Europe. The staff followed the President each day, recording his visit on television tape and film, the latter frequently sent to the U. S. by the NBC-BBC slow-scan trans-Atlantic cablefilm process. The "Today" show made repeated use of the cable-film, showing the President at various functions only hours after they actually took place abroad.

Starting Sunday, June 23, NBC News presented special programs each evening, ranging from 15 to 30 minutes and capsuling President Kennedy's activities that day by film and tape, the latter usually received via a satellite transmission. The evening programs

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## 2 - Coverage of Kennedy's Tour

were collectively called "The President's Journey" and featured NBC News correspondent Frank McGee in New York. They were produced by Chet Hagan.

The European coverage was managed by Russell C. Tornabene and William Corrigan. In all, 15 film crews were employed, shooting in both black-and-white and color.

Some of the highlights showed the President making his speech in West Berlin not far from the Wall, visiting his ancestral homestead in Dunganstown, Ireland; knocked off his feet by excited Irish crowds as he drove through Dublin, and listening intently as Pope Paul VI read a message of greeting.

NBC News' White House correspondents Ray Scherer and Sander Vanocur were in the Presidential entourage and provided commentary throughout the tour. Other correspondents taking part in NBC News' coverage were John Chancellor, Welles Hangen, Ken Bernstein, Russell Jones, Irving R. Levine and Joseph C. Harsch.

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NBC-New York, 7/2/63



'TODAY' USES VARIED AUDIO-VISUAL ELEMENTS ON ONE PROGRAM  
TO TELECAST NEWS OF U.S. AND ABROAD

NBC-TV's "Today" show this morning (July 2) used virtually every available audio and visual element to bring viewers the latest news from at home and abroad.

The elements included satellite transmission, video tape, slow-scan trans-Atlantic cable film, trans-Atlantic audio reports, live television remotes, still pictures, up-to-the-minute news film and film footage from NBC's film library.

The satellite transmission, via Telstar, which was video-taped, showed President Kennedy visiting Italy's Tomb of the Unknown Soldier July 1.

Film transmitted across the Atlantic by the NBC-BBC trans-Atlantic cable film system showed the scene in St. Peter's Square as President Kennedy arrived for a private audience with Pope Paul VI just a few hours earlier.

In an audio report from Rome, NBC News correspondent Ray Scherer described this morning's meeting between Kennedy and Pope Paul.

In live television segments, NBC News correspondent Robert MacNeil reported from Washington on Attorney General Robert Kennedy's testimony before the Senate Commerce Committee in support of the administration's civil rights program. MacNeil also reported on the expulsion of a Soviet embassy attache. From Chicago, NBC News correspondent Jim Hurlbut reported on the opening there of the annual convention of the National Association for the Advancement of Colored People.

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The film from NBC's Film Library was an interview in London eight years ago in which NBC News correspondent Edwin Newman asked Harold Philby, a former British diplomat and newsman, about a report that he had tipped off accused spies Guy Burgess and Donald MacLean in 1951 that British security officials were closing in on them. Philby denied it at the time. This morning, the British government disclosed Philby did tip off Burgess and MacLean.

Still pictures and film of other news developments were included during "Today's" news segments throughout the morning.

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NBC-New York, 7/2/63



PRODUCTION STARTS ON "THE MAFIA MAN," CLIFFORD ODETS'  
SECOND DRAMA FOR "RICHARD BOONE SHOW"

"The Mafia Man," the second drama by Clifford Odets for "The Richard Boone Show" -- full-hour drama series with a permanent company, to be broadcast on NBC-TV Tuesday nights (9-10 p.m. NYT) starting this Fall -- is now in production at MGM.

This marks the first time since the series started filming that all 11 repertory players are at work in the same show.

"The Mafia Man," starring Boone as Ritchie in the title role and directed by Lamont Johnson, deals with efforts to return an underworld figure from Italy to the United States when he plans to turn state's evidence.

Regular players include Bethel Leslie as Brenda, Ritchie's girl friend; Laura Devon as Diane Jensen, a friendly plane passenger; Ford Rainey as Kensington, U. S. police official; June Harding as the stewardess; Lloyd Bochner as Rollin of Interpol, Jeanette Nolan as the hotel owner, Warren Stevens as the priest, Harry Morgan as the enforcer, Guy Stockwell as Ritchie's son and Robert Blake as Swami.

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NBC-New York, 7/2/63



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M THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

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July 3, 1963

MERRYLE S. RUKEYSER JR. IS NAMED DIRECTOR,  
PRESS AND PUBLICITY, NBC

Merryle S. Rukeyser Jr. has been named Director, Press and Publicity, National Broadcasting Company, it was announced today by Sydney H. Eiges, Vice President, Public Information. Mr. Rukeyser succeeds Ellis O. Moore, who has resigned as Vice President, Press and Publicity.

Mr. Rukeyser has been Director, Program Publicity, since September, 1962. He joined the NBC Press Department in January, 1958, as a staff writer. In January, 1959, he was named Press Editor, News and Public Affairs, and in April, 1959, he became Manager, Business and Trade Publicity. In January, 1962, he was named Director, News Information, Washington.

Before joining NBC, Mr. Rukeyser was a television publicist with Young & Rubicam Inc. Earlier he was a reporter for the Albany Times-Union and International News Service.

He is an alumnus of the University of Virginia, and is married to the former Diana Wilkinson of Sydney, Australia. They live in New York City.

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## NBC TELEVISION NETWORK NEWS

Attention, Sports Editors

### NBC OBTAINS EXCLUSIVE TV RIGHTS TO 18TH ANNUAL JUNIOR ROSE BOWL GAME

The National Broadcasting Company has signed a contract with the Pasadena Junior Chamber of Commerce for television rights to the 18th annual Junior Rose Bowl Game to be played in the Rose Bowl Saturday, Dec. 14.

The contract gives NBC exclusive TV rights to the charity game pitting the leading junior college team in California against a top ranked junior college team from elsewhere in the country for the National Junior College Football Championship.

NBC's coverage was announced jointly by Tom S. Gallery, NBC Director of Sports; William L. Leishman, Chairman of the 1963 Junior Rose Bowl Game, and John Lamb Jr., President of the Pasadena Junior Chamber of Commerce.

The Junior Rose Bowl Game brings to nine the number of post-season grid attractions on NBC-TV. The other games are the Liberty Bowl Game Saturday, Dec. 21, the Blue-Gray and East-West Shrine games Saturday, Dec. 28, the National Football League Championship Game Sunday, Dec. 29, the Sugar Bowl and Rose Bowl games Wednesday, Jan. 1, the Senior Bowl Game Saturday, Jan. 4 and the Pro Bowl Game Sunday, Jan. 12.

This will be the first time the Junior Rose Bowl Game is being televised nationally. In last December's game, Santa Ana College of California defeated Columbia Basin College of Pasco, Wash., 20-0 before a crowd of 41,789. This was the first shutout in the Junior Rose Bowl series since the initial game in 1946.

-----o----- NBC-New York, 7/3/63



NBC-TV NETWORK PROGRAM

FINALE OF PRESIDENT KENNEDY'S EUROPEAN TRIP  
IS COVERED IN NBC NEWS TV SPECIAL

The final day of President Kennedy's European trip was covered in an NBC News special program Tuesday, July 2 on NBC-TV (10:30-11 p.m. EDT).

The program presented portions of the President's speech at NATO Headquarters in Naples and his evaluation of the trip at Naples Airport, which was transmitted via the Telstar communications satellite and taped for broadcast. It also featured taped coverage of the President's public audience with Pope Paul VI at the Vatican. The latter coverage was flown to the United States.

Other Telstar transmissions presented a report from Rome by NBC News Washington correspondent Ray Scherer and coverage of Soviet Premier Khrushchev's speech in East Berlin on a nuclear test ban agreement. NBC News' Senior European correspondent Joseph Harsch discussed the accomplishments of President Kennedy's tour in a film report from London.

Frank McGee was anchor man of the telecast, which was produced and directed by Chet Hagan. Robert Priaulx was director in Europe.

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NBC-New York, 7/3/63

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NBC COLOR TELEVISION NEWS



NBC-TV NETWORK COLOR BROADCAST SCHEDULE

For August, 1963 (All Times EDT)

Mondays through Fridays

10:30-11 a.m. -- "Play Your Hunch."  
11-11:30 a.m. -- "The Price Is Right."  
12 noon-12:30 p.m. -- "Your First Impression."  
2-2:25 p.m. -- "People Will Talk."  
3:30-4 p.m. -- "You Don't Say!"  
11:15 p.m.-1 a.m. -- "The Tonight Show Starring Johnny Carson."

Thursday, Aug. 1

9:30-10 p.m. -- "The Lively Ones."

Friday, Aug. 2

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Program."

Saturday, Aug. 3

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

Sunday, Aug. 4

5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."

Monday, Aug. 5

10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Aug. 6

7:30-8:30 p.m. -- "Laramie."  
8:30-9:30 p.m. -- "Empire."

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2 - NBC-TV's August Color Schedule

Wednesday, Aug. 7

7:30-9 p.m. -- "The Virginian."

Thursday, Aug. 8

9:30-10 p.m. -- "The Lively Ones."

Friday, Aug. 9

8:30-9:30 p.m. -- "Sing Along with Mitch."

9:30-10 p.m. -- "The Price Is Right."

10-11 p.m. -- "The Jack Paar Program."

Saturday, Aug. 10

9:30-10 a.m. -- "The Ruff and Reddy Show."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

8:30-9 p.m. -- "The Joey Bishop Show."

9-11 p.m. -- "Saturday Night at the Movies."

Sunday, Aug. 11

5:30-6 p.m. -- "The Bullwinkle Show."

6-6:30 p.m. -- "Meet the Press."

7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."

9-10 p.m. -- "Bonanza."

10-11 p.m. -- "Du Pont Show of the Week."

Monday, Aug. 12

7:30-9:30 p.m. -- "Monday Night at the Movies."

9:30-10:30 p.m. -- "The Milton Berle Show," a special program.

Tuesday, Aug. 13

7:30-8:30 p.m. -- "Laramie."

8:30-9:30 p.m. -- "Empire."

Wednesday, Aug. 14

7:30-9 p.m. -- "The Virginian."

Thursday, Aug. 15

9:30-10 p.m. -- "The Lively Ones."

Friday, Aug. 16

8:30-9:30 p.m. -- "Sing Along with Mitch."

9:30-10 p.m. -- "The Price Is Right."

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3 - NBC-TV's August Color Schedule

Saturday, Aug. 17

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

Sunday, Aug. 18

5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "Du Pont Show of the Week."

Monday, Aug. 19

7:30-9:30 p.m. -- "Monday Night at the Movies."  
10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Aug. 20

7:30-8:30 p.m. -- "Laramie."  
8:30-9:30 p.m. -- "Empire."

Wednesday, Aug. 21

7:30-9 p.m. -- "The Virginian."

Thursday, Aug. 22

8:30-9:30 p.m. -- "Dr. Kildare."  
9:30-10 p.m. -- "The Lively Ones."  
10-11 p.m. -- "The Voice of the Desert," a special program.

Friday, Aug. 23

8:30-9:30 p.m. -- "Sing Along with Mitch."  
9:30-10 p.m. -- "The Price Is Right."  
10-11 p.m. -- "The Jack Paar Program."

Saturday, Aug. 24

9:30-10 a.m. -- "The Ruff and Reddy Show."  
10-10:30 a.m. -- "The Shari Lewis Show."  
10:30-11 a.m. -- "King Leonardo and His Short Subjects."  
8:30-9 p.m. -- "The Joey Bishop Show."  
9-11 p.m. -- "Saturday Night at the Movies."

Sunday, Aug. 25

5:30-6 p.m. -- "The Bullwinkle Show."  
6-6:30 p.m. -- "Meet the Press."  
7:30-8:30 p.m. -- "Walt Disney's Wonderful World of Color."  
9-10 p.m. -- "Bonanza."  
10-11 p.m. -- "Du Pont Show of the Week."

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4 - NBC-TV's August Color Schedule

Monday, Aug. 26

10-10:30 p.m. -- "David Brinkley's Journal."

Tuesday, Aug. 27

7:30-8:30 p.m. -- "Laramie."

8:30-9:30 p.m. -- "Empire."

Wednesday, Aug. 28

7:30-9 p.m. -- "The Virginian."

Thursday, Aug. 29

9:30-10 p.m. -- "The Lively Ones."

Friday, Aug. 30

8:30-9:30 p.m. -- "Sing Along with Mitch."

9:30-10 p.m. -- "The Price Is Right."

10-11 p.m. -- "The Jack Paar Program."

Saturday, Aug. 31

9:30-10 a.m. -- "The Ruff and Reddy Show."

10-10:30 a.m. -- "The Shari Lewis Show."

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

8:30-9 p.m. -- "The Joey Bishop Show."

9-11 p.m. -- "Saturday Night at the Movies."

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NBC-New York, 7/3/63





HUMBLE OIL TO SPONSOR 26 PLANNED NIGHTTIME NBC NEWS SPECIALS

Marks Largest Purchase of Such Programs by Single  
Advertiser in History of Network TV

FOR RELEASE MONDAY, JULY 8

Twenty-six planned nighttime NBC News specials, representing the largest purchase of such programs by a single advertiser in the history of network television, will be sponsored by the Humble Oil and Refining Company next season, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Mr. Durgin said that the Humble Company "is to be commended for its foresight and devotion to the public interest in sponsoring this major series of news and informational specials ranging across a wide spectrum of social, political and cultural subjects."

The 26 full-hour specials will be presented in a period from Jan. 7, 1964, to Sept. 15, 1964. They will include 13 original programs dealing with such topics as French fashions, private art collections, American carnivals, a trip down the Mississippi, a train journey on the Orient Express and the way of life in Australia.

The original programs will include three featuring Chet Huntley and one featuring David Brinkley. They are being developed by NBC News units headed by producers Irving Gitlin, Gerald Green, Chet Hagan, Lou Hazam, Robert Northshield, Stuart Schulberg, George Vicas and Ted Yates.

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The other 13 programs will be rebroadcasts of outstanding NBC News specials, possibly including four to be selected from among the 13 original programs to be sponsored by Humble. Three others will be a trilogy of Communism presented in the current season -- "The Death of Stalin," "The Rise of Khrushchev" and "Who Goes There? -- a Primer on Communism." The other six are: "Shakespeare: Soul of an Age," "U. S. #1 -- American Profile," "The River Nile," "The Chosen Child," "Robert Ruark's Africa" and "Polaris Submarine: Journal of an Undersea Voyage."

The advertising agency for the Humble Oil Company is McCann-Erickson Inc. The sale was handled through McCann's Houston office.

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NBC-New York, 7/5/63



CREDITS AND ROSTERS FOR 34TH ALL-STAR BASEBALL GAME

On NBC-TV (In Color) and NBC Radio Networks July 9

Date and Time: NBC-TV and Radio Tuesday, July 9 at 12:45 p.m.  
EDT -- 15 minutes before game time. TV coverage in color.

Program Summary: 34th All-Star Baseball Game at Cleveland Stadium.  
Five color TV cameras will be used for the coverage: two elevated behind home plate, one elevated behind first base, one elevated behind third base, one in center field. This is 18th All-Star classic to be covered by NBC-TV, which has covered every year since 1950 (including four years with two games). NBC Radio has covered every year since 1957.

Series Record: American League has won 17 games, National League has won 15 games, and there has been one tie. Last year the Nationals won the first game, 3-1, and the Americans took the second, 9-4.

TV Commentators: Vin Scully and Joe Garagiola.

Radio Commentators: Bob Neal and George Bryson.

TV Producer: Perry Smith.

TV Director: Harry Coyle.

Radio Director: Len Dillon.

Sponsors (and Agencies): Gillette Safety Razor Company (Maxon Inc.) and Chrysler Corporation (Young & Rubicam).

NBC Press Representative: Bob Goldwater (New York).

\* \* \*  
(more)





ROSTERS COMPLETED FOR ALL-STAR GAME

Pitchers and reserves have been selected by managers Al Dark of the National League and Ralph Houk of the American League to complete the 25-man squads for the 1963 All-Star Game on Tuesday, July 9. Here are the full rosters (\* indicates starter):

NATIONAL LEAGUEPitchers

Ray Culp (Philadelphia)  
 Don Drysdale (Los Angeles)  
 Larry Jackson (Chicago)  
 Sandy Koufax (Los Angeles)  
 Juan Marichal (San Francisco)  
 Jim O'Toole (Cincinnati)  
 Warren Spahn (Milwaukee)  
 Hal Woodeshick (Houston)

AMERICAN LEAGUE

Jim Bouton (New York)  
 Jim Bunning (Detroit)  
 Jim Grant (Cleveland)  
 Ken McBride (Los Angeles)  
 Bill Monbouquette (Boston)  
 Juan Pizarro (Chicago)  
 Dick Radatz (Boston)

Catchers

\*Ed Bailey (San Francisco)  
 John Edwards (Cincinnati)  
 Joe Torre (Milwaukee)

\*Earl Battey (Minnesota)  
 Elston Howard (New York)  
 Don Leppert (Washington)

Infielders

\*Bill White (St. Louis) 1b  
 \*Julian Javier (St. Louis) 2b  
 \*Dick Groat (St. Louis) ss  
 \*Ken Boyer (St. Louis) 3b  
 Orlando Cepeda (San Francisco)  
 Ron Santo (Chicago)  
 Maury Wills (Los Angeles)

\*Joe Pepitone (New York)  
 \*Nelson Fox (Chicago)  
 \*Zoilo Versalles (Minnesota)  
 \*Frank Malzone (Boston)  
 Luis Aparicio (Baltimore)  
 Bobby Richardson (New York)  
 Brooks Robinson (Baltimore)  
 Norm Siebern (Kansas City)

Outfielders

\*Tommy Davis (Los Angeles) lf  
 \*Willie Mays (San Francisco) cf  
 \*Hank Aaron (Milwaukee) rf  
 Roberto Clemente (Pittsburgh)  
 Willie McCovey (San Francisco)  
 Stan Musial (St. Louis)  
 Duke Snider (New York)

\*Leon Wagner (Los Angeles)  
 \*Albie Pearson (Los Angeles)  
 \*Al Kaline (Detroit)  
 Bob Allison (Minnesota)  
 Harmon Killebrew (Minnesota)  
 Tom Tresh (New York)  
 Carl Yastrzemski (Boston)

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2-X-H

July 8, 1963

PERRY COMO SIGNS MARLO LEWIS AS PRODUCER OF SEVEN SPECIAL  
COLOR BROADCASTS FOR 'MUSIC HALL' IN 1963-64;  
OTHER STAFF MEMBERS ALSO ANNOUNCED

Perry Como announced today that he has signed Marlo Lewis as producer, and other staff members, for the seven special color broadcasts of "Perry Como's Kraft Music Hall" to be presented on NBC-TV Thursdays (10-11 p.m. EDT) during the 1963-64 season. The first Como special will be telecast Oct. 3.

Como also has re-signed Dwight Hemion as director, Mitchell Ayres as music director and Ray Charles as choral director. Hemion has been director of Como's weekly shows for the past two seasons. Both Ayres and Charles have been associated with Como for the past 15 years. The Mitchell Ayres orchestra and the Ray Charles singers also provide the musical background for all of Como's RCA Victor recordings.

Lewis's new assignment for the Como specials will mark his first association with NBC. For the past 25 years he has been associated with CBS productions. There he was executive producer in charge of all comedy and variety shows, including the creation of the early Steve Allen, Jack Paar and Red Buttons programs. He also was executive producer of the Jackie Gleason show. He joined Ed Sullivan as partner and original producer of Sullivan's variety shows for the first 12 years of the series. Lewis won an Emmy twice and

(more)







also has received many other major awards including the Christopher, Peabody, three Look and three Sylvania awards.

As announced, the seven "Perry Como's Kraft Music Hall" color specials and the "Kraft Suspense Theatre" will comprise the all-new Kraft television programming for next season.

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NBC-New York, 7/8/63



# NBC TELEVISION NETWORK NEWS

July 8, 1963

## LORNE GREENE TO EMCEE 'INTERNATIONAL BEAUTY SPECTACULAR'

Lorne Greene, the Ben Cartwright of NBC-TV's "Bonanza," has been named to emcee the "International Beauty Spectacular" to be telecast by the network Friday, Aug. 16 (10-11 p.m. EDT).

The tall, rugged Greene, a favorite to millions in the 36 countries in which "Bonanza" is seen, will be drawing on years of theatrical experience in guiding the show to the final selection of "Miss International Beauty."

Greene began his career in Canada where he was once chief newscaster for the Canadian Broadcasting Corporation. In the legitimate theatre, he has produced, directed and performed. Before signing on as Ben Cartwright, Greene played leading roles on prestige TV shows, in feature films and on Broadway.

Girls from 45 countries will be competing in this year's "International Beauty Spectacular," first to be carried by network television from Long Beach, Calif.

This year's event will mark the emergence of a new entertainment form, one that uses the traditional beauty pageant as theme content for a Broadway-type revue. Wayne Dailard, executive producer, has combined pageantry, ballet, opera and beauty in a fast-paced production. Dick Gottlieb will be the TV producer.

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SOME FIVE-YEAR-OLDS WITH SAME BIRTHDAY AS "CONCENTRATION"  
CAN SHARE IN PROGRAM SERIES' ANNIVERSARY OBSERVANCE

Do you know a child who was born on Aug. 25, 1958?

NBC-TV's "Concentration" game show is conducting a search for children throughout the United States born on that date -- the day that "Concentration" made its debut.

Hugh Downs, host of the Monday-through-Friday program (11:30 a.m.-12 noon EDT), in a continuing on-the-air announcement is asking parents of youngsters born on "Concentration's" birthdate to submit postcards bearing the child's name to the following address: "Concentration," Box 855, New York 19, N.Y.

Twenty of the cards will be selected at random and those children will be sent a large variety of Milton Bradley games. Two of those 20 cards will be picked in a drawing during "Concentration's" fifth anniversary celebration on the Monday, Aug. 26 show, and those two youngsters will receive the prizes won in a special game of "Concentration" played by two guest celebrities.

Parents of any children winning prizes will be asked to verify the date of the child's birth to match "Concentration's" birthdate of Aug. 25, 1958.

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LINDA EVANS HAS REGULAR ROLE IN NEXT SEASON'S "ELEVENTH HOUR"

Linda Evans, M-G-M contract player, has been signed for a continuing role as secretary to Dr. L. Richard Starke and Dr. Paul Graham (series stars Ralph Bellamy and Jack Ging) on NBC-TV's "The Eleventh Hour" series on Wednesday nights (10-11 p.m. EDT) in the 1963-64 season.

Miss Evans, who appeared in a featured role in an "Eleventh Hour" episode the previous season, has just completed a featured part in "Dr. Kildare" star Richard Chamberlain's first movie, "Twilight of Honor."

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NBC COLOR TELEVISION NEWS



July 8, 1963

17 ATTRACTIONS ADDED TO GUEST ROSTER OF THE 'LIVELY ONES'

Seventeen entertainment attractions -- including Charlie Barnet, Barrie Chase, "Professor" Irwin Corey, Al Hirt, Lisa Kirk, Julie London and Jaye P. Morgan -- have been added to producer-director Barry Shear's guest star line-up for "The Lively Ones," Summer musical color series beginning Thursday, July 25 on the NBC-TV Network (9:30 to 10 p.m. EDT).

Les Baxter's balladeers, Bobbie Bryant, the Characters, Roy Eldredge, Jerry Fielding, the Rhythm Masters, The Santa Monica Marching Band and Charlie Shavers bring the roster to 39 guest attractions spotlighted throughout the eight week engagement.

Charlie Barnet gained wide attention in 1939 when, with his newly formed band, he recorded Ray Noble's "Cherokee," which became his signature and which he will play on "The Lively Ones."

Barrie Chase achieved sudden stardom with her initial appearance as featured dancer in the award-winning NBC-TV special, "An Evening with Fred Astaire." She also received acclaim for two subsequent appearances in Astaire specials on NBC.

"Professor" Corey, for many years a popular nightclub and TV comedian, has been a frequent guest on NBC-TV's "Tonight" program.

Bearded Al Hirt was long considered a top trumpeter by musicians before he received national prominence following his appearances on NBC-TV's "Dinah Shore Show."

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Lisa Kirk literally stopped each performance of "Kiss Me Kate" on Broadway with her rendition of "I'm Always True to You, Darling, In My Fashion," which has been "her song" ever since. She is a popular nightclub and TV performer as well as a musical comedy star.

Beautiful Julie London, a motion picture actress became a singing headliner when the public heard her rendition of "Cry Me a River" a few years ago. She has starred in 15 films and recorded 14 hit albums.

Jaye P. Morgan comes from a showbusiness family billed as "The Morgan family" in vaudeville days. Guest appearances on top TV variety shows, Broadway shows and dramatic parts in Summer stock -- as well as numerous hit recordings -- characterize her versatility and her success story.

Previously announced guest stars are Addiss and Crofut, Count Basie, Bullwinkle, Charlie Byrd, the Eddie Gano Quartet, Page Cavanaugh, June Christy, Matt Dennis, Frances Faye, Pete Fountain, Dick Gautier, Stan Getz, the Benny Goodman Sextette, George Lindsey, Nellie Luther, Red Nichols and his Five Pennies, Anita O'Day, Dick Patterson, Della Reese, Eduardo Sasson, Ronnie Schell, Allan Sherman, Joanie Sommers and Mel Torme.

(NOTE: Please delete the Four Freshman, announced previously.)

Vic Damone is host and singing star. His perennial "dates" are Quinn O'Hara as "Smitty" and Gloria Neil as "Melvin."

"The Lively Ones" is sponsored by the Ford Division of the Ford Motor Company through J. Walter Thompson advertising agency.

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NBC-New York, 7/8/63





NBC TELEVISION NETWORK NEWS<sub>2</sub>X-H

July 9, 1963

JOSEPH COTTEN TO BE HOST-NARRATOR OF 'HOLLYWOOD AND THE STARS'

Joseph Cotten has been signed by executive producer David L. Wolper as host-narrator of "Hollywood and the Stars," a new weekly half-hour filmed series about the entertainment industry and its personalities that will become a Monday night (9:30 p.m. NYT) feature on NBC TV starting Sept. 30. (NOTE: The series was formerly titled "The Hollywood Story.")

Cotten, who has many TV, screen and stage credits, reached a turning point early in his acting career when he joined the Federal Theatre with Orson Welles. When Welles established the Mercury Theatre, Cotten went with him and played the lead in several productions. A successful radio series followed and then Welles called his friend to Hollywood to play a leading role in the film "Citizen Kane." Then Cotten starred in Welles' next two productions, "Journey into Fear" and "The Magnificent Ambersons." After other important films and stage plays, Cotten made his TV debut in 1954 in "The High Green Wall," a filmed TV version of an Evelyn Waugh story. Then he narrated "The Diamond Jubilee of Lights," a two-hour all-networks program. Cotten and his wife, Patricia Medina, recently concluded the play "Calculated Risk" after 222 performances in New York.

"Hollywood and the Stars" will be a David L. Wolper-United Artists Television production. The series will be co-sponsored by the Purex Company and the Timex Corporation through their respective agencies -- Edward H. Weiss & Co. and Warwick & Legler Inc.

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July 9, 1963

A NEW LOOK IN BEAUTY CONTESTS IS REPRESENTED  
IN 'INTERNATIONAL BEAUTY SPECTACULAR' ON NBC

A new look in beauty contests, coupling the beauty theme with elements of pagentry, ballet, drama and the Broadway revue will be presented to the television audience Friday, Aug. 16 (10-11 p.m. EDT) when the NBC Television Network broadcasts "The International Beauty Spectacular" from Long Beach, Calif.

This year's event, continuing 11 years of beauty productions from Long Beach, will mark a novel entertainment form with executive producer Wayne Dailard and TV producer Dick Gottlieb teaming up in a fast-moving, colorful showcasing of the world's most beautiful women. It will climax five days of competition among the girls.

Lorne Greene, a star of NBC-TV's "Bonanza" color series -- seen in 36 countries -- will emcee "International Beauty Spectacular," as announced, with soprano Lucille Norman and baritone Stephen Kemalyan sharing the microphone.

In addition to the 45 beauty delegates, producer Dailard has assembled a corps de ballet of 20, an international beauty chorale of 24, a symphonette orchestra of 20 and 44 extras. Stephen Papich, will choreograph and Frank Allan Hubbell will be musical director. Hubbell has made special arrangements of Meredith Willson music for the show.

Describing this year's production, Dailard says, "We will introduce a new art form, a revue-type format in the best traditions of

(more)



2 - 'International Beauty Spectacular'

George White, Earl Carroll and Flo Ziegfeld. This is a vital change for the TV audience. It is not the traditional pageant in which talent is dropped in during dry spots in the judging, but is closer in concept to the light opera or musical."

Pharmacraft Laboratories will sponsor the International Beauty Spectacular, one of three full-hour specials the firm will present during the week of Aug. 11 on NBC-TV. Agency for Pharamacraft is Papert, Koenig and Lois Inc.

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NBC-New York, 7/9/63





CORRECTION FOR NBC-TV NETWORK JULY COLOR BROADCAST SCHEDULE

Sunday, July 21

6-6:30 p.m. -- Kill: "Meet the Press." Program on this date will be telecast from the annual Governors' Conference in Miami Beach, Fla., in black and white only.

NBC-New York, 7/9/63



July 10, 1963

3 MAJOR NATIONAL ADVERTISERS--LORILLARD, SCHLITZ AND TEXACO--  
PURCHASE FULL SPONSORSHIP OF NBC-TV EXCLUSIVE COVERAGE  
OF THE 1964 SUMMER OLYMPIC GAMES IN TOKYO

Three major national advertisers, P. Lorillard Co., Joseph Schlitz Brewing Co., and Texaco Inc., have purchased complete sponsorship of NBC-TV's exclusive coverage of the 1964 Summer Olympic Games in Tokyo, it was announced by Don Durgin, Vice President, Sales, NBC Television Network Division.

Mr. Durgin said NBC-TV would present  $14\frac{1}{2}$  hours of programming in its coverage of the Games of the XVIII Olympiad, scheduled to open Oct. 10, 1964.

NBC-TV will present daily telecasts each evening during the week for the two weeks while the Games are in progress and will present longer programs on weekend dates. Although plans are not definite, it is expected that the traditional and spectacular opening and closing ceremonies, as well as some of the sports events themselves, may be televised in color. It is also anticipated that the Telstar and/or Relay satellites may be used in the presentation of the coverage. Since Tokyo is 14 hours ahead of New York time, it is possible that certain events might be telecast in the U. S. at the same clock hour of their origination.

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The television coverage, through the cooperation of NHK, the Japanese Broadcasting Co., will be the most extensive in the history of TV communications, with more than 60 cameras trained on the international competitors. This will be the first time the quadrennial international event is being staged in Asia.

Agencies for the sponsors of the Olympic Games are Lennen & Newell Inc. for P. Lorillard Co., Leo Burnett Co. Inc. for Schlitz, and Benton and Bowles Inc. for Texaco.

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NBC-New York, 7/10/63



July 10, 1963

LEHN & FINK BUYS SPONSORSHIP IN 9 NBC-TV  
1963-64 NIGHTTIME PROGRAMS

Lehn & Fink Products Corporation has purchased sponsorship in nine NBC-TV 1963-64 nighttime programs -- including "Espionage," thus becoming the program's ninth sponsor -- it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Other programs in which Lehn & Fink purchased sponsorship are "The Richard Boone Show," "The Robert Taylor Show," "Sing Along with Mitch," "Saturday Night at the Movies," "The Lieutenant," "Eleventh Hour," "Mr. Novak" and "International Showtime."

The Lehn & Fink order was placed through Geyer, Morey, Ballard Inc.

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July 10, 1963

'SAMURAI!'--FIRST JAPANESE TELEVISION SERIES EVER DISTRIBUTED  
TO LATIN AMERICA--IS SOLD IN 3 COUNTRIES BY NBC INTERNATIONAL

"Samarai!" -- the first Japanese television series ever distributed to Latin-America -- has been sold by NBC International in Mexico, Venezuela and Panama, it was announced today by Alastair M. MacKenzie, Director, Latin-American Operations, in Mexico City.

The 52-week series, originally titled "The Adventures of Prince Takeda," will be seen for the first time outside of Japan starting July 11 in Mexico City over XHGC, Channel 5, Telesistema Mexicano. It will be sponsored by Refrescos Pascual, maker of soft drinks. The firm will also sponsor the show in the major interior markets of the country, with the support of a major promotion campaign.

MacKenzie reports that the series was also bought by Television Interamerica, S.A., for the Caracas, Venezuela, market and was purchased almost immediately by RPC-TV in Panama City. Within the next eight weeks, sales are anticipated in Peru, Argentina, Uruguay, Colombia, Central America and Puerto Rico.

"Samurai!" -- a genuine Japanese adventure series set in the 16th Century and filmed originally for Japanese audiences -- has a remarkable appeal to Latin-American program buyers. The series has been expertly dubbed under supervision of NBC Internacional de Mexico, providing a modernized version of the traditional 16th Century Spanish to sustain the epic quality of the stories.

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The decision to distribute this unique series is consistent with the policy of NBC International to bring to areas throughout the world exciting television fare from all other parts of the world, programs that can easily be identified with local tastes and preferences.

Another Japanese series being distributed successfully by NBC International is "Astroboy," an imaginative cartoon series featuring a young robot in a world of science fiction.

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NBC-New York, 7/10/63



July 10, 1963

MORT WERNER ELECTED PRESIDENT OF NATIONAL  
ACADEMY OF TELEVISION ARTS AND SCIENCES

- - -  
Syd Eiges Elected Vice President, New York Chapter

Mort Werner, Vice President, Programs, NBC Television Network Division, was elected President of the National Academy of Television Arts and Sciences for a one-year term. Mr. Werner, who was elected by the academy's board of trustees on July 8, succeeds Robert F. Lewine, retiring President of the academy.

At the same time, Syd Eiges, Vice President, Public Information, National Broadcasting Company, was elected Vice President, New York Chapter, of the academy. Mr. Eiges also assumed office July 8 for a one-year term.

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# NBC TELEVISION NETWORK NEWS

July 10, 1963

## DEVELOPMENTS IN IMPENDING RAILROAD STRIKE COVERED IN SERIES OF LIVE NBC NEWS SPECIAL REPORTS ON TV

Developments in the impending nationwide railroad strike were presented in a series of live NBC News special reports from Washington on the NBC-TV Network today (Wednesday, July 10).

A special telecast examining the issues and impact of such a strike is planned by NBC News for broadcast Thursday, July 11 from 7:30-8:30 p.m. EDT. This special program will not be broadcast, however, if the shutdown, set for 12:01 a.m. EDT July 11, is averted.

The coverage today began at 9:46 a.m. EDT with a report by NBC News White House correspondent Sander Vanocur, speaking from the White House lawn, that representatives of the railroads and the unions had entered the building to confer with President Kennedy. Vanocur updated this information at 10:01 a.m. EDT.

In a live pickup from the White House lawn from 10:17 to 10:21 a.m. EDT, Vanocur reported that the unions had rejected President Kennedy's suggestion to let Supreme Court Justice Arthur J. Goldberg arbitrate the strike. NBC's mobile unit showed J. E. Wolfe, chief negotiator for the railroads, making a statement in which he expressed regret that the unions had not accepted Justice Goldberg and said a strike would be an "intolerable situation." NBC-TV was

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more than five minutes ahead of the other networks in reporting the union's action and was the only network to carry live coverage of Wolfe's statement.

During "NBC News Morning Report" at 10:25 a.m. EDT, Vanocur announced a further meeting between the railroads and the unions scheduled for early afternoon.

At 12:40 p.m. EDT, Vanocur reported that both parties in the dispute were on a half-hour alert basis for another meeting with the President.

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NBC-New York, 7/10/63



NBC TELEVISION NETWORK NEWS  
July 10, 1963

RUDY SOLARI AND ELENA VERDUGO SIGNED FOR CONTINUING ROLES  
IN 'REDIGO'; PRODUCTION STARTED ON 1963-64 SERIES

Rudy Solari and Elena Verdugo have been signed for continuing roles in NBC-TV's 1963-64 action adventure series, "Redigo," starring Richard Egan in the title role. The new half-hour series, based on the central character of the current "Empire" series, will be broadcast Tuesdays, starting Sept. 24 (8:30 p.m. EDT).

"Redigo" started production this week with "Prince Among Men," a Frank R. Pierson teleplay about a Latin American dictator's playboy son who hides from would-be assassins on Redigo's ranch.

In the new series, Redigo has moved from the vast Garret estate to his own working ranch, located in the contemporary Southwest. Here he deals in cattle, sheep, Winter wheat and small timber, spending most of his time in the saddle.

Solari will play Frank Martinez, Redigo's rugged, handsome, high-spirited wrangler. Miss Verdugo will portray Gerry, assistant manager of the Gran Quivera, a rambling pueblo style hotel in the town of Mesa. Gerry loves Redigo, who is fond of her, but not in love. Gerry is willing to wait.

Solari and Miss Verdugo have TV, stage and screen credits.

Solari entered TV in 1956 and has played prominent roles in many series, including "The Gallant Men," "Robert Taylor's Detectives," "Have Gun, Will Travel," "The New Breed," "Ben Casey," "Schlitz Playhouse" and "The Roaring Twenties."

He will be starred in the forthcoming Mirisch Company motion picture release, "Kings of the Sun." He also was featured in "Judgment at Nuremberg."

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Solari founded the Actor's Theatre in Los Angeles in 1959. Previously, while living and studying in San Francisco, he was associated with a classical theatre group. For three years he was leading man at the Actor's Workshop, which represented the United States in 1959 at the Brussels World's Fair. In 1958, Solari started on tour in "View from the Bridge."

Miss Verdugo starred in her own TV series, "Meet Millie," and has guest-starred in many series, including "Rawhide," "Colgate Comedy Hour," "Route 66," "The Red Skelton Show" and "The Bob Cummings Show."

She has more than 20 motion picture credits, including "Cyrano de Bergerac," "The Moon and Sixpence," and "Down Argentine Way." Miss Verdugo starred on the stage in productions of "Roman Candle," "Oklahoma!" and "South Pacific."

Screen Gems will produce the series, with Howie Horwitz as executive producer and Andy White as producer.

The cast for "Prince Among Men," directed by Frank Pierson, includes Nice Minaidos as Luis Guardino, the playboy son, Tim Graham as Pop, an aging cowboy, and Don Diamond as Arture, a state trooper.

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NBC-New York, 7/10/63





July 10, 1963

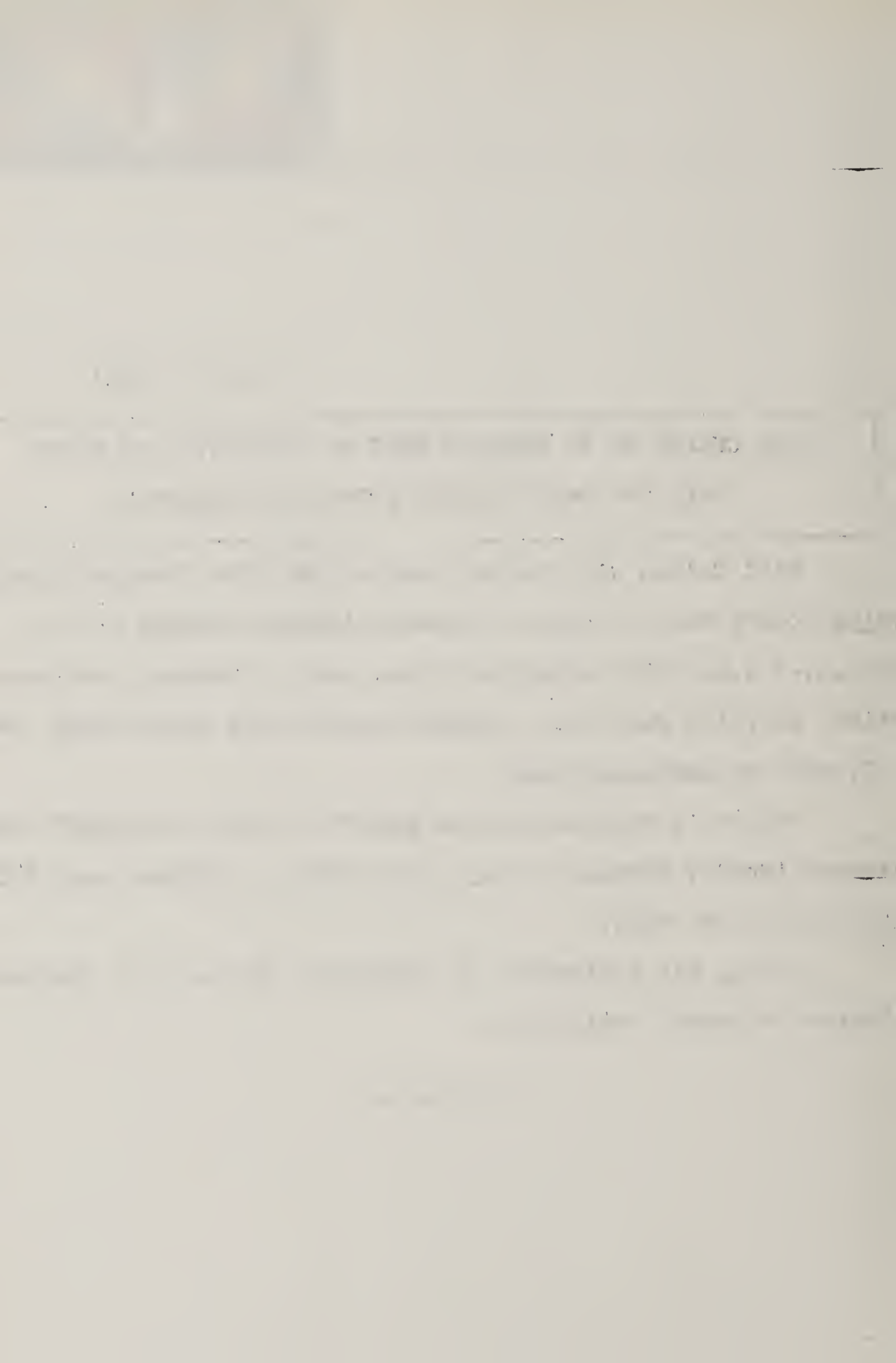
BILL CULLEN TO BE PROGRAM HOST OF 'TONIGHT' FOR FIRST  
HALF OF JOHNNY CARSON'S TWO-WEEK VACATION

Bill Cullen will be the host on NBC-TV's "Tonight Show Starring Johnny Carson" color telecasts (Monday through Friday, 11:15 p.m.-1 a.m. EDT) during the first week of Carson's two-week vacation, starting July 29. Program host for the second week, beginning Aug. 5, will be announced soon.

Cullen is regular host on NBC-TV's "Price Is Right" color broadcasts (Monday through Friday, 11-11:30 a.m. EDT, and each Friday night, 9:30-10 p.m. EDT).

During his assignment on "Tonight," Cullen will continue his "Price Is Right" activities.

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NBC COLOR TELEVISION NEWS



July 10, 1963

'YOUR FIRST IMPRESSION' TO BE PRODUCED IN N.Y. FOR 3 WEEKS

"Your First Impression," NBC-TV Monday-through-Friday daytime color series (12 noon-12:30 p.m. EDT), will move production headquarters to New York City for three weeks. The crew leaves Burbank for the East July 29 and will tape 20 programs at NBC Studios in New York.

Monty Hall, executive producer of the show, said he expects to use Broadway stars as mystery celebrities. "Your First Impression" has been taping at NBC-TV's Color City in Burbank, since the show started on the network 18 months ago. Bill Leyden is the host-moderator, and Dennis James is a regular panelist.

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NBC'S SAMUEL CHOTZINOFF TO ADDRESS THE TV-OPERA WORKSHOP  
OF UNIVERSITY OF SOUTHERN CALIFORNIA AT LOS ANGELES

Samuel Chotzinoff, General Music Director of NBC, leaves New York for Los Angeles with his wife today to address the Summer session of the TV-Opera workshop at the University of California at Los Angeles.

Mr. Chotzinoff is scheduled to appear before the workshop July 19 at the closing meeting of its six-week semester.

The NBC Opera Company, of which Mr. Chotzinoff is producer, contributed \$2,000 to the workshop in the form of half scholarships for 40 students.

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CHANGE FOR NBC-TV JULY COLOR BROADCAST

Wednesday, July 31

10:30-11 a.m. -- "Play Your Hunch" will be broadcast in  
black and white only on this date.

NBC-New York, 7/10/63



July 10, 1963

'HAZEL' CAST AND CREW HITTING VACATION TRAIL

The cast and crew of NBC-TV's "Hazel" color series have completed 13 episodes for the 1963-64 season and started a three-month vacation period. Shooting will resume Sept. 30 on the remainder of the season's 32 segments.

Series star Shirley Booth flew to New York for a short stay en route to her Cape Cod summer home to relax and tend her gardens.

Co-star Don DeFore has headed for Cedar Rapids, Iowa, with his family to visit his mother. His other summer plans include a stopover in New York, a call on Miss Booth at Cape Cod and a stint on the straw-hat circuit in New England. Co-star Whitney Blake also has a Summer stock engagement. She is scheduled to appear in Traverse City, Mich., in August.

"Hazel," presented Thursdays (9:30-10 p.m. NYT) through July 18, will return in this time period Sept. 19.

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July 11, 1963

GEORGIA-PACIFIC AND MONROE AUTO EQUIPMENT BUY  
SPONSORSHIP IN 'NFL HIGHLIGHTS' ON NBC-TV

"NFL Highlights" will be presented on the NBC-TV Network on Saturdays (5-5:30 p.m. NYT) during the 1963 National Football League season, it was announced today by NBC Director of Sports Tom S. Gallery.

The program, featuring filmed highlights of all of the previous week's seven NFL games, will start Saturday, Sept. 21, and continue through Dec. 21.

Sponsorship in the half-hour show has been purchased by Georgia-Pacific Corporation (through McCann-Erickson Inc.) and Monroe Auto Equipment Company (through Aitkin-Kynett Company).

Philadelphia sportscaster Jim Leaming again will be the commentator for the 14-week series, which will be packaged by Tel Ra Productions.

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July 11, 1963

ALAN BAKER APPOINTED DIRECTOR, PROGRAM PUBLICITY,  
FOR THE NBC PRESS DEPARTMENT

Alan Baker has been appointed Director, Program Publicity, for the NBC Press Department, it was announced today by Merryle S. Rukeyser Jr., Director, Press and Publicity, National Broadcasting Company.

Mr. Baker, who has been Manager, Business and Trade Publicity, joined the NBC Press Department in July, 1961, as a staff writer assigned to the Enterprises Division. He had previously been Director of Public Relations for the First International Television Assembly of the Academy of Television Arts and Sciences, and before that was a television account executive with Rogers & Cowan Inc. in New York.

Mr. Baker is a graduate of the University of Virginia and holds a master's degree from New York University. He lives in New York City with his wife and daughter.

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NBC COLOR TELEVISION NEWS



July 11, 1963

ALLAN SHERMAN TO BE HOST OF 'TONIGHT' AUG. 5-9,  
SUBBING FOR VACATIONING JOHNNY CARSON

Allan Sherman will be host of NBC-TV's "Tonight Show Starring Johnny Carson" the week of Aug. 5-9 while Johnny Carson winds up his two-week vacation. The programs are telecast in color Monday through Friday (11:15 p.m.-1 a.m. EDT).

A writer and television producer, Allan Sherman became prominent as a performer through his records spoofing folk songs. His albums are "My Son, the Folk Singer," "My Son, the Celebrity" and the soon-to-be-released "My Son, the Nut."





# NBC TELEVISION NETWORK NEWS

July 11, 1963

NBC-TV'S 1963-1964 PRIME TIME SCHEDULE IS ANNOUNCED

- - -  
Principal Players and Starting Times Are Listed

Following are brief descriptions of formats with principal cast members and premiere dates for new and returning programs on NBC-TV's Sunday and evening prime-time schedule for 1963-64. (Times quoted are New York times.)

## SUNDAYS

4-5 p.m. "Sunday" -- program covering the week's news developments in national and foreign affairs and in such fields as music, art, science, medicine, books, sports, motion pictures and the theatre. Participants will be Frank Blair, Ray Scherer, Nancy Hanschman Dickerson, Robert Abernethy, Joe Garagiola, Cleveland Amory, Edwin Newman and Aline Saarinen. (Premiere Oct. 20)

5-5:30 p.m. "Mutual of Omaha's Wild Kingdom" -- program showing wild (COLOR) animals and primitive peoples in their natural habitats. Marlin Perkins, director of the St. Louis Zoo, is host and guide. (Season premiere Oct. 20)

5:30-6 p.m. "G-E College Bowl" -- the Peabody Award-winning inter- (COLOR) collegiate question-and-answer series. Robert Earle is moderator. (Premiere Sept. 22)

6-6:30 p.m. "Meet the Press" (continues). (COLOR)

(more)



2 - NBC-TV's Fall Schedule

- 7-7:30 p.m. "The Bill Dana Show" -- a new situation comedy series centered around the day-to-day misadventures of Jose Jimenez (Bill Dana), a wistful, comic Latin American. Gary Crosby and Jonathan Harris are series co-stars. (Premiere Sept. 22)
- 7:30-8:30 p.m. "Walt Disney's Wonderful World of Color" -- new (COLOR) productions, and selections from Disney's vast color film library. (Season premiere Sept. 15)
- 8:30-9 p.m. "Grindl" -- a new filmed mystery-comedy series starring Imogene Coca in the title role of a mild-mannered itinerant domestic who finds new employment each week. James Millhollin and Henry Kukly are featured. (Premiere Sept. 15)
- 9-10 p.m. "Bonanza," new dramas centered around Ben Cartwright (Lorne Greene) and his sons (Pernell Roberts, Dan Blocker and Michael Landon). (Season premiere Sept. 22) (COLOR)
- 10-11 p.m. "Du Pont Show of the Week" -- new drama and documentary programs, largely in color. (Season premiere Sept. 15)

MONDAYS

- 7-7:30 p.m. "Huntley-Brinkley Report" -- the new expanded edition of the news program with Chet Huntley and David Brinkley (Starts Sept. 9)
- 7:30-9:30 p.m. "Monday Night at the Movies" -- the television premieres of Metro-Goldwyn-Mayer and 20th Century Fox feature films, most of which were 1955 to 1960 releases. The majority will be telecast in color. (Season premiere Sept. 16)

(more)





3 - NBC-TV's Fall Schedule

- 9:30-10 p.m. "Hollywood and the Stars" -- a new filmed series of "miniature specials" featuring highlights from movies that made Hollywood famous, and new or rare film footage on great film stars of the past and present. Joseph Cotten is host-narrator. (Premiere Sept. 30)
- 10-11 p.m. "Sing Along with Mitch," moves to a new day-and-time (COLOR) period, retaining the same popular format, with Mitch Miller, the Sing Along Gang and soloists. (Season Premiere Sept. 23)
- 11:15 p.m.- "The Tonight Show Starring Johnny Carson" (continues).  
1 a.m.  
(COLOR)
- TUESDAYS
- 7-7:30 p.m. "Huntley-Brinkley Report."
- 7:30-8:30 p.m. "Mr. Novak"-- new drama series about the problems and joys of a teacher in a large metropolitan high school. James Franciscus stars in the title role of a high school English teacher, and Dean Jagger co-stars as Albert Vane, principal of the high school. (Premiere Sept. 24)
- 8:30-9 p.m. "Redigo" -- new action-adventure drama series set in the contemporary American West, and based on the central character of the current "Empire" series. Richard Egan and Ryan O'Neal continue in their same starring roles as Jim Redigo and Tal Garret. Rudy Solari and Elena Verdugo are featured. (Premiere Sept. 24)

(more)





9-10 p.m. - -- "The Richard Boone Show" -- new series of original dramas with television's first regular-season repertory company. Richard Boone doubles as host and actor in the series. The repertory company includes Robert Blake, Lloyd Bochner, Laura Devon, June Harding, Bethel Leslie, Harry Morgan, Jeanette Nolan, Ford Rainey, Warren Stevens and Guy Stockwell. (Premiere Sept. 24)

10-11 p.m. "Bell Telephone Hour" (in color), "The Andy Williams Show" (in color) and NBC News specials (some in color) will occupy this time period starting Sept. 24. "The Andy Williams Show" premieres Sept. 24. The first "Bell Telephone Hour" will be Oct. 8.

11:15 p.m.- "The Tonight Show Starring Johnny Carson."  
1 a.m. (COLOR)

WEDNESDAYS
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7-7:30 p.m. "Huntley-Brinkley Report."

7:30-9 p.m. "The Virginian" -- new dramas based on stories from  
(COLOR) Owen Wister's classic American novel. Lee J. Cobb as Judge Henry Garth, and James Drury as the Virginian, star. Co-starring are Doug McClure as Trampas, Gary Clarke as Steve, and Roberta Shore as Betsy. (Season premiere Sept. 18)

9-10 p.m. "Espionage" -- new series of tense spy stories largely based on actual recorded incidents, in settings ranging from before World War I to the current Cold War. The dramas will be filmed principally in England, with top talent from here and abroad. (Premiere Oct. 2).

(more)



10-11 p.m. "The Eleventh Hour" -- new dramas of psychiatry, starring Ralph Bellamy as Dr. L. Richard Starke, psychiatrist, with Jack Ging as Dr. Paul Graham, psychologist. (Season premiere Oct. 2)

11:15 p.m.- "The Tonight Show Starring Johnny Carson"  
1 a.m. (COLOR)

THURSDAYS
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7-7:30 p.m. "Huntley-Brinkley Report."

7:30-8:30 p.m. "The Robert Taylor Show" -- new drama series based on the field activities of the U. S. Department of Health, Education and Welfare. Robert Taylor narrates and stars as Christopher Logan, special assistant to the Secretary of Health, Education and Welfare. George Segal co-stars as Nick di Canto, staff-aide to Logan. (Premiere Sept. 19)

8:30-9:30 p.m. "Dr. Kildare" -- new dramas starring Richard Chamberlain as Dr. Kildare and Raymond Massey as Dr. Gillespie. (Season premiere Sept. 26)

9:30-10 p.m. "Hazel," with Shirley Booth returning in her award-winning characterization as the unpredictable maid. (Season premiere Sept. 19).

10-11 p.m. "Perry Como's Kraft Music Hall" and the "Kraft  
(COLOR) Suspense Theatre" will share this time period. The first of Como's seven musical specials will be color-telecast Oct. 3. The new series of color suspense dramas premieres Oct. 10.

11:15 p.m.- "The Tonight Show Starring Johnny Carson."  
1 a.m. (COLOR)

(more)





FRIDAYS

7-7:30 p.m. "Huntley-Brinkley Report."

7:30-8:30 p.m. "International Showtime" -- new programs of entertainment spectacles taped in Europe, with Don Ameche as host. (Season premiere Sept. 13)

8:30-9:30 p.m. "Chrysler Presents a Bob Hope Special" and "Bob Hope Presents The Chrysler Theatre" will share this time period. Bob Hope will be the key entertainment figure in both series, as star of eight black-and-white variety specials (Premiere Sept. 27), and host of 26 color filmed dramas and comedy-dramas (Premiere Oct. 4).

9:30-10 p.m. "Harry's Girls," a new romantic comedy series built around the adventures of an American vaudeville act traveling in Europe. Larry Blyden stars as Harry Burns. His "girls" are played by Dawn Nickerson, Susan Silo and Diahn Williams. (Premiere Sept. 13)

10-11 p.m.  
(COLOR) "The Jack Paar Program" -- with Jack Paar as host, Jose Melis as music director, and weekly guest stars -- has its season premiere Sept. 20.

11:15 p.m. "The Tonight Show Starring Johnny Carson."  
1 a.m. (COLOR)

SATURDAYS

7:30-8:30 p.m. "The Lieutenant" -- a new drama series about the peacetime adventures of a young Marine Corps officer. Gary Lockwood stars in the title role as Lt. Bill Rice. Robert Vaughn co-stars as Captain Ray Rambridge. Steve Franken plays Lt. Panosian. (Premiere Sept. 14)

(more)



"Sunday-Evening Special"

7:30 a.m.

30-30 a.m. In addition to the regular program of news

and features taken in 1930, with the weekly

news, (Special program, 1930)

30-30 a.m. "Sunday-Evening Special" and "Bob

News" The Chicago "News" will have the 11

edition. The News will be the last edition of the

in both cities, as well as eight other cities.

Specials (Specials, 1930), and News, 1930

and News and "Sunday-Evening Special" (Specials, 1930)

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Specials (Specials, 1930), and News, 1930

and News and "Sunday-Evening Special" (Specials, 1930)

7 - NBC-TV's Fall Schedule

- 8:30-9 p.m.      "The Joey Bishop Show" -- new comedy episodes in the  
(COLOR)            life of television comedian Joey Barnes (Joey Bishop)  
                     and his wife Ellie (Abby Dalton). (Season premiere  
                     Sept. 14)
- 9-11 p.m.        "Saturday Night at the Movies" -- the television  
                     premieres of Metro-Goldwyn-Mayer and 20th Century Fox  
                     feature films, most of which were 1955 to 1960 releases.  
                     The majority will be telecast in color. (Season  
                     premiere Sept. 21)

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NBC-New York, 7/11/63



2-X-H



NBC COLOR TELEVISION NEWS

KINGSLEY'S AWARD-WINNING PLAY, "THE PATRIOTS," TO BE ADAPTED  
IN COLOR FOR "HALL OF FAME"--CHARLTON HESTON TO STAR  
- - -  
Original Play-with-Music About Handel Also Scheduled

FOR RELEASE MONDAY A.M., JULY 15

"Hallmark Hall of Fame" will present a color television adaptation of Sidney Kingsley's award-winning play, "The Patriots," this Fall on NBC-TV with Charlton Heston starring in a portrayal of Thomas Jefferson, producer-director George Schaefer announced.

The distinguished drama series will return for its 13th season on the NBC Television Network Sunday, Oct. 20 (6-7:30 p.m. NYT) with a repeat color presentation of Shakespeare's "The Tempest," starring Maurice Evans, Richard Burton, Roddy McDowall, Tom Poston and Lee Remick.

"The Patriots," which will be color-taped this Summer in NBC-TV's Brooklyn, N.Y., Color Studios, will be the second of five dramas projected for the "Hallmark Hall of Fame" 1963-64 season, and will be broadcast Friday, Nov. 15 (9:30-11 p.m. NYT), Schaefer said.

The third in the series will be an original teleplay by Sherman Yellen, titled "A Cry of Angels," a play with music based on the life of the great 18th Century composer, George Frederick Handel, and his creation, "The Messiah." It will be telecast in color during the Christmas season in a day-and-time period yet to be selected.

(more)





"The Patriots" was first presented on Broadway in 1943, the bicentenary of Jefferson's birth, and won a string of prizes including the New York Drama Critics' Circle Award. Its setting is the crucial decade 1790-1800, when the first major political battle in the history of the U. S. almost destroyed the infant republic.

Heston, one of the screen's top performers, has just completed "The Greatest Story Ever Told," in which he plays John the Baptist. Some of his other recent film credits are "Ben Hur," for which he won an Academy Award; "El Cid" and "55 Days at Peking."

Kingsley, author of nine plays including "Men in White" and "Dead End," researched the period and principals for four years before writing "The Patriots." The television adaptation will be written by Robert Hartung, Schaefer's associate producer at Compass Productions.

"The Patriots" is a dramatic and authentic presentation of the bitter struggle that ensued between those who believed in Jefferson's political philosophy -- that the power to govern rests with the people -- and the Alexander Hamilton faction (for the Federalist Party) which favored a strong central government run by an autocratic society of landed gentry.

"The Tempest" was originally broadcast on NBC-TV Feb. 3, 1960. Evans stars as Prospero, Burton as Caliban, Miss Remick as Miranda and McDowall as Ariel. The play was adapted for television by John Edward Friend and the sets were designed by Rouben Ter-Arutunian.

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NBC-New York, 7/12/63





NBC COLOR TELEVISION NEWS



'FLIPPER' TO BE PRESENTED IN COLOR ON NBC-TV

Half-Hour Adventure Series to Be Produced by M-G-M TV

In Association with NBC for 1964-65 Season

FOR RELEASE MONDAY A.M., JULY 15

"Flipper," a half-hour adventure series filmed in color, will be produced by Metro-Goldwyn-Mayer Television in association with the National Broadcasting Company for the 1964-65 season on NBC-TV, it was announced jointly today by Mort Werner, Vice President, Programs, NBC Television Network, and MGM Studio Head Robert M. Weitman.

The series, relating the adventures of a boy and a dolphin, is based on the new MGM motion picture "Flipper," produced by Ivan Tors. The film has been an outstanding success in recent key-city openings.

The series will be produced and directed by Leon Benson, with Art Arthur as associate producer and story editor. The first episode, being written by Arthur, will be filmed in Florida and the Bahamas in mid-October.

Benson produced and directed many of the "Seahunt" and "West Point" stories and has directed shows for "Empire," "Alfred Hitchcock Presents," "Lloyd Bridges Show" and other top TV series. He is scheduled to direct episodes for MGM-TV's "The Eleventh Hour" and "The Lieutenant" series on NBC this season.

(more)



Arthur also wrote a number of "Seahunt" tele-plays and, collaborating with Arthur Weiss, has completed the screenplay for Tors' latest MGM feature film, "Rhino." In addition to other screen and TV scripts, he wrote the Oscar-winning documentary, "Seeds of Destiny."

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NBC-New York, 7/12/63



## NBC TELEVISION NETWORK NEWS

NBC WINS THE 1963 GAVEL AWARD OF THE AMERICAN BAR ASSOCIATION  
FOR DRAMATIZATION OF ROLE OF JUDGE ON 'DICK POWELL THEATRE'

FOR RELEASE MONDAY A.M., JULY 15

The National Broadcasting Company has won the 1963 Gavel Award of the American Bar Association for outstanding public service.

In a letter to NBC President Robert E. Kintner, Sylvester C. Smith Jr., the President of the American Bar Association, stated: "It gives me great pleasure to inform you of a signal honor which has been won by the National Broadcasting Company. Your network has been chosen to receive the American Bar Association 'Gavel Award' for outstanding public service.

"This award, in the form of an engraved gavel, is to be presented to the National Broadcasting Company for its dramatization of the role of a judge in the 'Dick Powell Theatre' presentation 'The Judge'."

According to Mr. Smith the competition this year attracted the largest number of entries in the six-year history of the award.

Walter D. Scott, Executive Vice President in charge of the Television Network, has been designated by Mr. Kintner to accept the award on behalf of NBC. The award will be given at the banquet of the 86th annual meeting of the American Bar Association in Chicago on Aug. 15.

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NBC COLOR TELEVISION NEWS



July 12, 1963

PROGRAM CHANGE

ARLENE FRANCIS WILL SUB FOR VACATIONING JOHNNY CARSON  
ON 'TONIGHT' THE WEEK OF JULY 29-Aug. 2

Arlene Francis will substitute for the vacationing Johnny Carson on NBC-TV's "Tonight Show Starring Johnny Carson" color broadcasts the week of July 29-Aug. 2.

Bill Cullen, who was previously announced as "Tonight" program host for that week, is unable to take the assignment because of another sponsor commitment.

Miss Francis is a regular panelist on "What's My Line?"

Allan Sherman, as announced, will be the "Tonight" host during the second week (Aug. 5-9) of Carson's two-week vacation.

("The Tonight Show Starring Johnny Carson" is telecast Mondays through Fridays from 11:15 p.m.-1 a.m. EDT).

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BRITISH TV CRITICS JOIN IN ACCLAIM FOR 'THE TUNNEL'

British television critics have described the NBC News documentary, "The Tunnel," as "unbeatable," "an incredible work" and "a thrilling and adventurous example of television at its best."

The special 90-minute program produced by Reuven Frank, and telecast on NBC-TV Dec. 10, 1962, received the Emmy Award as "Program of the Year." It also has been televised by the BBC in Great Britain.

The critic of the London Daily Mail predicted that the program will "never be beaten in actuality television. Even in fiction it would be hard to equal the dramatic story of resource, determination and courage."

The London Daily Mirror said: "Nothing so dramatic as 'The Tunnel,' shown by the BBC last night, has ever been seen on television. This story of the rescue of 59 refugees from East Berlin, filmed while it was happening, was fantastic."

Following are excerpts of the reviews:

The London Daily Herald: "The documentary 'The Tunnel' shown on BBC last night deserved its Emmy Award as America's TV program of the year . . . a thrilling and adventurous example of television at its best."

The Manchester Guardian: "The story of how a group of West German students dug a tunnel under the Berlin Wall to rescue some of their relations from the Eastern sector would have made an exciting television program had it been done, as such programs usually are, by actors reconstructing the event. What made 'The Tunnel' -- filmed by an NBC documentary team and presented by the BBC last night -- one of the most remarkable works for television seen for a long time was that the  
(more)





tunneling and rescue of the East Berliners was photographed on the spot as it happened."

The London Daily Mirror: "The immense project of digging the one-yard-square hole hundreds of feet into the Eastern Zone was captured with rough brilliance. . . No less compelling, such pictures as the silent young Italians moving into the Eastern Zone to check on the would-be refugees, of the young girl who took the train into East Berlin to gather them for the final rendezvous. And to end this incredible work, pictures of the old and young, and the bright-eyed babies, coming up the ladder from the tunnel into freedom -- torn stockings, embraces and the amazed look of infants caught at the time of joy and relief. No such moving comment on modern youth and of the desire for freedom could ever be made artificially."

The Daily Sketch: "'One of the most remarkable TV documentaries ever made,' said the BBC, and I would not argue the point. . . This was a brilliant feat of TV journalism. ... There was something very moving in those carefully photographed scenes of sweating young men slowly shoveling their way under the wall. The actual arrival of the muddy and grimy escapers was done with unexpected tenderness."

The London Daily Mail: "This, I say, is unbeatable. Yes, it certainly earned itself the title of Program of the Year. The NBC Emmy-award-winning documentary, 'The Tunnel,' will, I predict, never be beaten in actuality television. Even in fiction it would be hard to equal the dramatic story of resource, determination and courage... If future generations want a record of man's inhumanity to man in the 20th Century, they will find none more poignantly damning than this one."

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NBC-New York, 7/12/63





# NBC TELEVISION NETWORK NEWS

July 12, 1963

PRODUCTION IS STARTED IN ENGLAND ON DRAMA

FOR NBC-TV'S WEDNESDAY 'ESPIONAGE' HOUR

Patricia Neal, Dennis Hopper and Charles Gregson Star

In "The Weakling," Story with World War II Setting

"Espionage," NBC-TV Wednesday night (9-10 p.m. NYT) suspense-drama series for the 1963-64 season, has started production in England with the filming of "The Weakling," starring Patricia Neal, Dennis Hopper and John Gregson.

The teleplay by Arnold Perl is based on an authenticated war-time incident. It is the story of a member of the American Intelligence Corps, whose readiness to go far beyond the normal limits of human endurance helped in the successful launching of the Allied attack on Europe from North Africa during World War II.

Miss Neal portrays Jeanne Tremoile, a French doctor in occupied France, who is working as a collaborator with the Germans. Hopper plays Ferno, a tough young American assigned to deliver vital information to the French Underground after tests have proved his almost superhuman powers of endurance. Gregson portrays Colonel Ballin of British Intelligence, who has to mask his natural instincts as he carries out his plan to send a fellow man to almost certain death when he selects Ferno for his assignemnt.

Kentucky-born Miss Neal comes to "Espionage" following her starring role in "Hud," her first feature film since "Breakfast at

(more)



Tiffany's." She made her first big Broadway hit in "Another Part of the Forest," which won her five critics' awards. Hopper, a Method actor, is a native of Kansas. His film credits include "Giant," "Key Witness" and "Night Tide." He has appeared on numerous TV shows including "Wagon Train," "Twilight Zone," "Naked City" and "The Defenders."

Gregson, born in Liverpool, is one of the most popular actors in England and has the distinction of having filled roles in two Royal Film Performance productions -- "Scott of the Antarctic" and "Battle of the River Plate." Among the best-known feature pictures in which he has appeared are "Genevieve" and "The Captain's Table." His most recent films are "Live Now, Pay Later" and "The Longest Day" (in the role of the padre).

Stuart Rosenberg, whose previous TV credits include "The Defenders," "Ben Casey," "Twilight Zone" and "Alfred Hitchcock Presents," is director of "The Weakling," Herbert Hirschman is executive producer of "Espionage," which is produced by George Justin. The series is filmed at MGM's British Studios at Boreham Wood, near London, and on location throughout Europe. Herbert Brodtkin's Plautus Productions is the producing company.

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NBC-New York, 7/12/63





2-X-H



NBC COLOR TELEVISION NEWS

'RETURN TO OZ,' FULL-HOUR ANIMATED COLOR MUSICAL FEATURE,  
WILL BE AMONG SERIES OF FANTASY SPECIALS ON NBC-TV  
VARIOUS SUNDAYS UNDER GENERAL ELECTRIC SPONSORSHIP

"Return to Oz," a fully animated color filmed feature musical, will be among a series of fantasy specials to be presented various Sundays (5-6 p.m. NYT) on NBC-TV under sponsorship of General Electric. Broadcast date for the program will be announced.

The special programs will pre-empt "G-E College Bowl" (5:30-6 p.m. NYT), which becomes a live color Sunday series on NBC-TV starting Sept. 22, and "Mutual of Omaha's Wild Kingdom" (5-5:30 p.m. NYT) color series, which returns to NBC-TV beginning Oct. 20.

The new original script of "Return to Oz" was written by Romeo Muller based on L. Frank Baum's classic story, "The Wonderful Wizard of Oz." Original music and words have been created by Gene Forrell, Edward Thomas and James Polack.

"Return to Oz" will feature animated characters based on the long-time favorite classic originals, including Dorothy and her dog Toto, the Tin Woodsman, the Cowardly Lion, the Straw Man and the Wicked Witch of the West as well as the incomparable Wizard himself.

The program is being produced by Videocraft International in New York City with Arthur Rankin Jr. as producer and Jules Bass as collaborator. The agency for General Electric is Maxon Inc.

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NBC-New York, 7/15/63





July 15, 1963

NBC'S HUGH DOWNS IS NAMED SALESMAN OF THE YEAR BY  
NATIONAL ASSOCIATION OF DIRECT SELLING COMPANIES

Hugh Downs, host of NBC-TV's "Today" and "Concentration" programs, has been named Salesman of the Year by the National Association of Direct Selling Companies.

The award, in the form of a plaque, is presented annually to "an outstanding personality who in his many years on the air has always sold his sponsors' products honestly, persuasively and with good taste."

The award was presented to Downs on "Today" by Steven Sheridan, a member of the board of directors of the NADSC and Vice President of Electrolux.



## NBC RADIO NETWORK NEWS

July 15, 1963

### BRYANT COLLEGE TO HONOR MARION STEPHENSON OF NBC

Marion Stephenson, Vice President, Administration, NBC Radio Network, will be honored by Bryant College at its Centennial Commencement July 27 in Meehan Auditorium, Providence, R. I.

The first woman to become an NBC Vice President, Miss Stephenson will receive the honorary degree of Doctor of Sciences in Business Administration from Dr. E. Gardner Jacobs, President of Bryant College.

Miss Stephenson earned a Master's Degree at New York University Graduate School of Business Administration. While attending the University's Evening Division, she was awarded the Marcus Nadler Key for "Excellence in Finance."

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THE NBC WEEK-END RADIO SERVICE

July 15, 1963

BASIL RATHBONE JOINING 'MONITOR' AS

HOST FOR 'MONITOR THEATRE TIME'

Basil Rathbone joins "Monitor 63," NBC Radio's weekend service, as "member-of-the-family" Aug. 3.

Rathbone, a star of stage and screen, will act as host for "Monitor Theatre Time" which will be heard at various times on Saturday and Sunday.

From "Casey at the Bat" to Hamlet's "Soliloquy," from Ogden Nash to Tennessee Williams -- this will be the all-embracing content of "Monitor Theatre Time." Rathbone will read poetry, prose, famous speeches and letters written by famous authors. Before the reading of each piece, Rathbone will explain why he has chosen it and why it has remained one of the world's favorite selections.



NBC TELEVISION NETWORK NEWS 2-X-H

July 16, 1963

PRIZE-WINNING BRITISH COMPOSER MALCOLM ARNOLD  
TO COMPOSE AND CONDUCT MUSIC FOR 'ESPIONAGE,'  
FULL-HOUR NBC-TV DRAMAS, IN 1963-64 SEASON

Oscar-winner Malcolm Arnold -- an outstanding British composer and a top writer of motion picture scores -- has been signed to compose and conduct the music for "Espionage," NBC-TV's new Wednesday night (9-10 p.m. NYT) suspense-drama series that begins ' Oct. 2.

Arnold, who has been responsible for the musical scores of several international film successes produced in England, will write original music for each episode of the 1963-64 TV series. His score for "Bridge on the River Kwai" won him an Oscar Award in 1958, and the following year he won the Ivor Novello Award for his "Inn of the Sixth Happiness" score.

Among the many other pictures for which he has written music are "Island in the Sun," "Trapeze," "Captain's Paradise," "The Key," "Tunes of Glory," "The Lion," "The Inspector" and the newly made "The Chalk Garden."

"Espionage" is being filmed in London and on location throughout Europe for Herbert Brodtkin's Plautus Productions.

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DONALD E. ALLEN DIES IN BURBANK; WAS MANAGER  
OF PROMOTIONAL SERVICES, NBC WEST COAST

Donald E. Allen, Manager of Promotional Services, NBC West Coast, died Monday (July 15) in St. Joseph's Hospital, Burbank. Death was apparently the result of a heart attack.

Allen was born June 18, 1913, in Nebraska City, Neb. He was graduated from the University of Colorado and spent most of his professional life in public relations. During World War II, he served as a lieutenant, senior grade, in the Navy. His employment with NBC began in 1947 at Station KOA, Denver, and continued after transfer to the West Coast Press Department in September, 1954.

He leaves his widow, Natalia, and two children, Susan, 16, and Leigh, 13 -- all of Boulder, Colo. -- and a brother, Amos, of Deadwood, S. D.

Memorial services will be conducted by the Rev. Raymond K. Riebs, Rector of St. Michael's Episcopal Church, Coldwater Canyon, in the Church of the Hills at Forest Lawn Cemetery at 3 p.m. Thursday (July 18). Following cremation, interment will take place in Boulder.

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NBC-New York, 7/16/63





NBC-TV NETWORK PROGRAM

RESOLUTION IN MICHIGAN HOUSE OF REPRESENTATIVES COMMENDS 'TODAY' SHOW  
AND ITS CAST AND STAFF FOR UPCOMING PROGRAMS FROM NORTHERN MICHIGAN

A resolution commending NBC-TV's "Today" show and its cast and staff for the program's upcoming origination from Northern Michigan during the week of Aug. 5-9 (Monday through Friday, 7-9 a.m. EDT) has been passed by the House of Representatives of the State of Michigan.

The resolution was introduced by Representatives Walter G. Nakkula, Chairman of the Tourist Industry Relations committee; Riemer Van Til, the committee's Vice Chairman, and Joseph S. Mack, Chairman of the Winter Sports Subcommittee. The three Representatives presented copies of the resolution to "Today" host Hugh Downs, Jack Lescoulie and Pat Fontaine, and producer Al Morgan and associate producer Frank Donghi in New York on July 15.

The House Resolution No. 107 reads in part:

"WHEREAS, NBC has announced that it will broadcast its "Today" television show from Northern Michigan for five days during August, and for this purpose will bring to Michigan the show's regular staff, including the host, Hugh Downs, Pat Fontaine and Jack Lescoulie; and

"WHEREAS, This action by NBC, Mr. Downs, Al Morgan and Frank Donghi, producer and associate producer of the show, confirms the belief of all Michiganians that the Water Wonderland is an ideal mid-Summer subject; and

(more)



"WHEREAS, The program's format of news, features and interviews will range over five basic themes to give the national audience of more than 25 million viewers a true picture of the beauty, culture and dynamic growth of Michigan and will do much to allay the false impressions many persons have of our great state; now therefore be it

"RESOLVED BY THE HOUSE OF REPRESENTATIVES, That, on behalf of the people of the state of Michigan, it hereby commends and thanks NBC, Mr. Downs, Miss Fontaine, Mr. Lescoulie, Mr. Morgan, Mr. Donghi and the entire cast and staff of "Today" for bringing their show to Michigan thus making it possible for the entire nation to view the sights of the Water Wonderland, and extend to them the hospitality of this gracious state..."

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NBC-New York, 7/16/63





2-X-H

NBC TRADE NEWS

July 17, 1963

REYNOLDS METALS TO SPONSOR 'GREECE: THE GOLDEN AGE,'

FULL-HOUR NBC NEWS COLOR SPECIAL

The glory that was ancient Greece will be brought to life in a full-hour NBC News special to be presented in color on the NBC-TV Network Tuesday, Nov. 5 (9-10 p.m. EST). Reynolds Metals will be the sponsor.

Lou Hazam, producer and writer of "Shakespeare: Soul of an Age," "The River Nile," "Vincent Van Gogh: A Self-Portrait," and "The Way of the Cross" and other prize-winning NBC News television specials, is producing and writing the program. The title will be "Greece: The Golden Age."

Hazam's task force has been color-filming the program on location at such sites as Olympia, where every four years the Olympic Games were held; the Acropolis in Athens, the ancient theater at Epidauras, Delphi, home of the oracle; and the islands offshore.

"This will be the story of an age rich in meaning for all of us, even now at the brink of the Space Age," Hazam said. "It is the story of man's golden and greatest age, an age that can still be reflected through what remains in modern Greece today. In this small, craggy country are the ruins of what are among the world's most priceless possessions. Though the ancient buildings are crumbled, the stones

(more)



defaced and only remnants of the writings remain, this was man's finest hour."

With the techniques he developed in "The Way of the Cross" and "Vincent Van Gogh: A Self-Portrait," Hazam hopes to "bring to life again the beauty, the thought, the excitement and the glory of ancient Greece in the words of the ancient Greeks themselves." His script will draw heavily upon the writings of Homer, Thucydides, Herodotus, Plato, Pindar, Pausanias and other major figures of the great age.

The major portion of the program will be devoted to the Age of Pericles (486-430 B.C.), which marked the high tide of ancient Greek civilization. It will be, essentially, a history of the material remains of ancient Greek life as well as a history of their discovery. Though the program will not concern itself in detail with the antecedents of the golden period, it will pause to seek out Mycenae and its remains, aged 1400-1150 B.C., dug up not long ago.

A highlight of the program will be a performance in the theater at Epidaurus, best-preserved of all ancient Greek theaters, of the climactic scene from Sophocles' "Oedipus, the King" with actors engaged expressly for this production.

Serving Hazam as consultant on the program will be Dr. Paul MacKendrick, professor of classics at the University of Wisconsin and author of "The Greek Stones Speak," the story of archaeology in Greek lands, published last year.

(more)



Ray Garner, who directed "The Way of the Cross,"  
"Van Gogh: A Self-Portrait" and "The River Nile," is the  
director. Brad Kress is the cameraman. George Kleinsinger  
will provide an orchestral score.

Lennen and Newell is the agency for the sponsor.

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NBC-New York, 7/17/63





THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

July 17, 1963

WHO'S WHO IN NBC NEWS

William R. McAndrew	Executive Vice President in charge of NBC News
Julian Goodman	Vice President, NBC News
Elmer W. Lower	Vice President, General Manager, News
Carl Lindemann Jr.	Vice President, Special Projects, News
Reuven Frank	Executive Producer, NBC News
Irving Gitlin	Executive Producer, Creative Projects
Rex Goad	Director, News
Donald Meaney	Director, News Programs
Eugene Juster	Director, News Film
James A. Jurist	Director, Business Affairs
Edward Stanley	Director, Public Affairs
Tom S. Gallery	Director, Sports
William B. Monroe Jr.	Director, News, Washington
Leonard Allen	Director, News Operations, Washington
Russell C. Tornabene	Manager, News Operations, New York
Malcolm R. Johnson	Night Manager, NBC News
Arthur Wakelee	Weekend Manager, News
Burroughs H. Prince	Manager, Local News
George Heinemann	Manager, Public Affairs

(more)



Dick Kutzleb	Manager, Local Radio News
James Harper	Manager of Syndication
William A. Corley	Manager, News, Chicago
John Thompson	Manager, News, Los Angeles
Al Burchard	Manager, News, San Francisco
Doris Ann	Manager, Religious Programs
Frank Jordan	Manager, Elections Unit
Leslie Vaughan	Manager, Administration, New York
John S. Klaric	Manager, Administration, Washington
Robert Loweree	Supervisor of Film Editing
Lefferts McClelland	Manager, News Film
David Klein	Manager, Newsfilm Facilities
John Krumpelbeck	Manager, Film Procurement
Milton Brown	Coordinator, NBC News Information Services

NBC NEWS CORRESPONDENTS

NEW YORK

Chet Huntley	Pauline Frederick
Edwin Newman	Bill Ryan
Frank McGee	Joseph Michaels
Merrill Mueller	Morgan Beatty
Frank Blair	

WASHINGTON

David Brinkley	Robert Goralski
Sander Vanocur	Robert MacNeil
Ray Scherer	Robert McCormick

(more)





WASHINGTON (CONT'D)

Robert Abernethy	Richard Harkness
Martin Agronsky	Russ Ward
Elie Abel	Bryson Rash
Nancy Dickerson	Herbert Kaplow
	Peter Hackes

FOREIGN NEWS BUREAUS

LONDON

Joseph C. Harsch	Senior European Correspondent
Kenneth Bernstein	Correspondent
Digby Jones	Soundman
Florence Peart	Office Supervisor

BRUSSELS

John Chancellor	Correspondent
-----------------	---------------

BERLIN

Welles Hangen	Correspondent
Gary Stindt	Chief, NBC News Film, Central Europe
Harry Thoess	Cameraman
Josef Oexle	Cameraman
Peter Dehmel	Cameraman-soundman
Klaus Dehmel	Cameraman

PARIS

Bernard Frizell	Correspondent, Bureau Chief
Claude Favier	Cameraman
John Peters	Cameraman
Paul Archinard	Manager, Paris Office



ROME

Irving R. Levine	Correspondent
Hans Klingeberger	Cameraman

NEW DELHI

Piers Anderton	Correspondent
----------------	---------------

HELSINKI

Frank Bourgholtzer	Correspondent
--------------------	---------------

TOKYO

John Rich	Correspondent
Yung Su Kwon	Cameraman

HONG KONG

James Robinson	Correspondent
Andrew C. Pearson	Cameraman-correspondent

RIO DE JANEIRO

Wilson Hall	Correspondent
-------------	---------------

OTTAWA

Leif Eid	Correspondent
----------	---------------

NAIROBI

George Clay	Correspondent
Louis Hepp	Cameraman

BEIRUT

Arnaldo Lacagnina	Correspondent
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ROVING CORRESPONDENTS

Frank Bourgholtzer	
Russell Jones	

(more)



NATIONAL NEWS BUREAUS

WASHINGTON

John C. Klaric Jr.	Administrative Manager
Ron Nessen	Supervisor of Syndication
Harry Griggs	Assistant Desk Supervisor
Jack Perkins	Writer
George Allen	Writer
John Travieso	Writer
Fred Montague	Cameraman
Leroy Anderson	Cameraman
Bradford Kress	Cameraman
David Wiegman	Cameraman
Bill Richards	Cameraman

CHICAGO

James Harden	Supervisor, News, Chicago
Floyd Kalber	Correspondent
Richard Valeriani	Correspondent
Earl Crotchett	Cameraman
Bruce Powell	Cameraman
Charles Baker	Writer
John Erp	Writer
Walt Grisham	Writer
Les Crystal	Writer
Luke Hester	Writer
Robert G. Cram	Writer

(more)





CHICAGO (CONT'D)

Ralph Myers	Writer
E. Robert Lissit	Writer
Richard Fisher	Writer
John Gibbs	Writer

LOS ANGELES

Ed Conklin	Editor, NBC News, West Coast
Bruce Cohn	Manager, News Operations, Pacific Division
Cecil Brown	Correspondent
Roy Neal	Correspondent
Elmer Peterson	Correspondent
Tom Pettit	Correspondent
Fred Rheinstein	Producer-director
James Dooley	Writer
Ray Cullin	Writer
Robert Goggin	Writer
Ed Adler	Writer
Edwin Haaker	Writer
Dexter Alley	Cameraman
Gene Barnes	Cameraman
Jerry Sims	Cameraman
Richard Smith	Cameraman

MIAMI

John Hlavacek	Correspondent
Cal Marlin	Cameraman

(more)



DALLAS

Maurice Levy

Cameraman

PRODUCERS

Gerald Green

George Vicas (Europe)

Chet Hagan

Al Wasserman

Robert Northshield

Frank DeFelitta

Al Morgan

John J. Sughrue Jr.

Ted Yates (Washington)

Craig Fisher

Lou Hazam (Washington)

Fred Freed

Stuart Schulberg (Washington) Arthur Zegart

Robert Asman (Washington)

Doris Ann

Don Herbert

Lawrence E. Spivak

Eliot Frankel (Europe)

DIRECTORS

George Murray

Jack Dillon

James Kitchell

Walter Kravetz

Robert Priaulx

Fred Rheinstein (Los Angeles)

Thomas Priestley

Ray Lockhart

Frank Pacelli

Robert Doyle (Washington)

Martin Hoade

Ralph Howard Peterson (Washington)

Marvin Einhorn

Frank Slingland (Washington)

Jim Gaines

Charles Jones (Washington)

Don McDonough

Larry Owen

Lynwood King

(more)

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NEW YORK WRITERS

James Aldrich	Larry Ganger	Ric Ballad
Johnny Apple	Edward Gough	Paul Cunningham
James Boozer	Dan Grable	John Dunn
William Boyle	Richard Graf	William Percival
Dick Bruner	Robert Farson	William Pettit
David Burk	Ray Hasson	Geoffrey Pond
Kenneth Brodney	Pat Herman	Leonard Probst
Charles Coates	James Holton	Alan Smith
Dennis Dalton	William Hoth	Irwin Safchik
Donald M. Dixon	Mort Hochstein	Douglas Stone
James Courtney	Frank Kelley	Barbara Walters
Ken Donoghue	David Lent	Robert Teague
David Englander	Leonard Leddington	Walter Westfeldt
Lamar Falkner	Irwin Lewis	Thomas M. Tomizawa
Eugene Farinet	Harrison Lilly	Robert Toombs
William Fitzgerald	Jerry Jacobs	Sumner Weiner
John Lord	Walter Littell	Henrik Krogius
Dick Kutzleb	Alan Mohan	John Starkey
Helen Marmor	Robert E. Mack	David Teitelbaum
Robert McCarthy	Joseph Mehan	Raymond Weiss
James Quigley	Walter Millis	Peter Ochs
Russ Willis		

NEW YORK CAMERAMAN, TECHNICIANS

Sy Avnet	Cameraman
Scott Berner	Cameraman
Michael Clark	Cameraman (more)





NEW YORK CAMERAMAN, TECHNICIANS (CONT'D)

Nat Cohen	Cameraman
Robert Donahue	Cameraman
Doug Downs	Cameraman
Frank Follette	Cameraman
Robin Still	Cameraman
Irving Smith	Cameraman
Joseph Vadala	Cameraman
Gerald Yarus	Cameraman
William Baer	Film Processing Coordinator

NBC NEWS PROGRAM STAFFS

"THE HUNTLEY-BRINKLEY REPORT"

Chet Huntley	Correspondent
David Brinkley	Correspondent
Reuven Frank	Executive Producer
Eliot Frankel	Producer for Europe
Jack Fern	Associate Producer (Far East)
William Corrigan	Associate Producer (Washington)
William B. Hill	Senior Editor
William J. Boyle	Senior Editor
Robert Mulholland	Senior Editor (Midwest)
Don Roberts	Senior Editor (West Coast)
Walter Kravetz	Director
Ray Lockhart	Director
George Murray	Director
Charles Sieg	Director

(more)



NBC NEWS PROGRAM STAFFS (CONT'D)

"THE HUNTLEY-BRINKLEY REPORT" (CONT'D)

Frank Slingland	Director (Washington)
Stanley Rotkewicz	Production Manager

"TODAY"

Hugh Downs	Host
Jack Lescoulie	Panelist
Frank Blair	Panelist
Pat Fontaine	Panelist
Al Morgan	Producer
Frank Donghi	Associate Producer
Jim Gaines	Director
Larry Owen	Director

"MEET THE PRESS"

Lawrence E. Spivak	Producer
Betty Cole	Associate Producer
Ned Brooks	Moderator
Frank Slingland	Director

"NBC WHITE PAPER"

Irving Gitlin	Executive Producer
Dick Kellerman	Administrator, Creative Projects
Al Wasserman	Producer
Fred Freed	Producer
Arthur Zegart	Producer

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NBC NEWS PROGRAM STAFFS (CONT'D)

"DU PONT SHOW OF THE WEEK" (Documentaries)

|                |                    |
|----------------|--------------------|
| Irving Gitlin  | Executive Producer |
| Al Wasserman   | Producer           |
| Arthur Zegart  | Producer           |
| Fred Freed     | Producer           |
| William Jersey | Producer           |

"SUNDAY"

|                    |          |
|--------------------|----------|
| Frank Blair        | Host     |
| Nancy Dickerson    | Reporter |
| Ray Scherer        | Reporter |
| Aline Saarinen     | Reporter |
| Robert Abernethy   | Reporter |
| Edwin Newman       | Reporter |
| Joe Garagiola      | Reporter |
| Cleveland Amory    | Reporter |
| Robert Northshield | Producer |

"GULF INSTANT SPECIALS"

|                |                    |
|----------------|--------------------|
| Frank McGee    | Correspondent      |
| Chet Hagan     | Producer           |
| Jerry Jacobs   | Associate Producer |
| Robert Priaulx | Director           |
| Eugene Farinet | News Editor-writer |

"EXPLORING"

|                  |          |
|------------------|----------|
| Dr. Albert Hibbs | Host     |
| Craig Fisher     | Producer |

(more)



1. 11:00 AM - 12:00 PM

2. 12:00 PM - 1:00 PM

3. 1:00 PM - 2:00 PM

4. 2:00 PM - 3:00 PM

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6. 4:00 PM - 5:00 PM

7. 5:00 PM - 6:00 PM

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21. 7:00 AM - 8:00 AM

22. 8:00 AM - 9:00 AM

23. 9:00 AM - 10:00 AM

NBC NEWS PROGRAM STAFFS (CONT'D)

"EXPLORING" (CONT'D)

|                |                    |
|----------------|--------------------|
| Edward Scherer | Associate Producer |
| Lynwood King   | Director           |

LOU HAZAM NEWS UNIT

|                    |                         |
|--------------------|-------------------------|
| Lou Hazam          | Producer                |
| Daniel Karasik     | Associate Producer      |
| Constantine Gochis | Supervising Film Editor |
| Bert Ivry          | Production Supervisor   |

NBC NEWS EUROPEAN PRODUCTION UNIT

|                |                       |
|----------------|-----------------------|
| George Vicas   | Producer              |
| Warren Trabant | Production Supervisor |

"WATCH MR. WIZARD"

|               |               |
|---------------|---------------|
| Don Herbert   | Producer-Host |
| Frank Pacelli | Director      |

NBC RELIGIOUS PROGRAMS

|               |                    |
|---------------|--------------------|
| Doris Ann     | Executive Producer |
| Martin Hoade  | Producer-director  |
| Frank Pacelli | Director           |
| Mary James    | Associate Producer |

"SANDER VANOCUR'S SATURDAY REPORT"

|                |               |
|----------------|---------------|
| Sander Vanocur | Correspondent |
| Charles Jones  | Producer      |

(more)



NBC NEWS PROGRAM STAFFS (CONT'D)

SPORTS DEPARTMENT

|                |               |
|----------------|---------------|
| Perry Smith    | Producer      |
| Lou Kusserow   | Producer      |
| Harry Coyle    | Director      |
| Leonard Dillon | Sports Editor |
| Roy J. Silver  | Newswriter    |

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NBC-New York, 7/17/63

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NBC TELEVISION NETWORK NEWS-X-H

July 18, 1963

JEFFREY HUNTER WILL STAR IN TITLE ROLE OF "TEMPLE HOUSTON," NEW  
FULL-HOUR WESTERN DRAMA SERIES OF LAWYER'S ADVENTURES;  
WILL BE THURSDAY FEATURE ON NBC-TV IN 1963-64  
- - -  
Jack Elam to Co-Star as U. S. Marshal

Jeffrey Hunter will star in the title role of "Temple Houston," a full-hour Western dramatic series set against a backdrop of legal practice in the early American Southwest. The filmed series, which co-stars Jack Elam, will premiere on the NBC-TV Network Thursday, Sept. 19 (7:30 p.m. EDT).

"Temple Houston," which will be produced in Hollywood by Warner Brothers, replaces "The Robert Taylor Show," previously announced.

"Temple Houston," originally projected for the 1964-65 season, becomes the first series launched by Jack Webb, the new head of Warner Brothers Television, and will be produced under his personal supervision. The stories are based on the adventures of Temple Houston (Hunter), the son of Texas' famed Sam Houston. Temple Houston was a young lawyer who traveled through the Southwest before the circuit-riding judges of the post-Civil War period. Elam portrays a former gunfighter who has become a U. S. marshal. The  
(more)





setting is in the colorful period of land-grabs and squatters, when the most effective law was the rough-and-ready frontier variety.

Hunter is a distinguished young star of motion pictures who is currently starring as Sgt. Fuller in "The Longest Day." He won critical acclaim for his portrayal of Jesus Christ in "King of Kings." Among his other movie credits are "In Love and War," "The Last Hurrah," "No Down Payment," "The Proud Ones," "The Great Locomotive Chase," "No Man Is an Island" and "Hell to Eternity." In 1960 he starred as John Charles Fremont in "Destiny West" on NBC-TV's "Our American Heritage."

Jack Elam, who is currently starring as J. D. in the TV series, "The Dakotas," is a veteran of many TV and motion pictures roles. He drew widespread critical acclaim for his film portrayals of Horseface in "The Comancheros" and of Cheesecake in "Pocketful of Miracles." His other movie credits include "The Last Sunset," "Edge of Eternity " and "The Gun Runners."

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NBC-New York, 7/18/63



NBC TRADE NEWS

July 18, 1963

SPECIAL CLOSED-CIRCUIT COLOR TELEVISION PROGRAM BROADCAST  
TO NBC-TV AFFILIATES, OUTLINING NETWORK'S ADVERTISING,  
PROMOTION AND PUBLICITY FOR START OF 1963-64 SEASON

A special 45-minute closed-circuit color TV program outlining NBC-TV's advertising, promotion and publicity campaigns for the premiere of NBC-TV's 1963-64 season was broadcast yesterday (July 17) to the TV network's 203 affiliates.

Louis Hausman, Vice President and General Executive, introduced the program which was presented in response to the recent highly successful promotion managers seminars held in New York, Chicago, New Orleans and San Francisco. Promotion managers attending the seminars urged NBC to repeat the regional presentation for their stations' management and other key station personnel.

Al Rylander, Vice President, Promotion, explained the highlights of the Promotion Department's campaign, which will include the 6th Annual Promotion Managers Contest, the Annual NBC Fall Program Parades and a unique weekly press conference with an NBC star via closed-circuit television.

Syd Eiges, Vice President, Public Information, told of the plans of the NBC Press Department, which included the annual "Personally Yours" tour, the largest photo mailing in the department's history, and extensive telephone interviews for the press with NBC stars. Mr. Eiges

(more)



2. - Closed Circuit

was substituting for Merryle S. (Bud) Rukeyser Jr., Director, Press and Publicity, who is in Hollywood.

Lawrence Grossman, Director, Advertising, explained the plans of his department, which include the broadcasting of new 60-second, 20-second and 10-second on-the-air promotional announcements, as well as print advertising.

The closed-circuit program was produced by Gerald Rowe, Manager, Audience Advertising and Promotion, Advertising Department, NBC.

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NBC-New York, 7/18/63





# NBC TELEVISION NETWORK NEWS

July 18, 1963

CONGRESSMAN ADAM CLAYTON POWELL JR. WILL BE THE SUBJECT  
OF AN 'NBC WHITE PAPER' TV SPECIAL IN 1963-64 SEASON

The Rev. Adam Clayton Powell Jr., a controversial and enigmatic figure on the changing American scene, will be the subject of an "NBC White Paper" on NBC-TV in the 1963-64 season, it was announced today by Irving Gitlin, executive producer in charge of Creative Projects, NBC News. Chet Huntley will narrate.

The full-hour special program will examine Congressman Powell (D.-N.Y.) as an individual and in the context of his operations -- Washington, where he heads the powerful House Committee on Education and Labor, and New York's Harlem, where most of his constituency lies. The program will be produced and written by Al Wasserman, whose previous "NBC White Paper" programs, including "The U-2 Affair," "Sit-In," "Angola: Journey to a War" and "The Battle of Newburgh" have won virtually every major award in television.

For the next several months, NBC camera crews will follow Powell's activities closely, filming him at work on Capitol Hill, in his Washington and New York apartments, and in Harlem's Abyssinian Baptist Church of which he is minister.

"Powell is one of the few Negroes inside the nation's dominant power structure," Gitlin said. "Regardless of his color, his position would make him very influential, but the fact that he

(more)



is a Negro gives him special meaning at this particular time in history. We hope, through our investigation of Powell, to gain a better understanding of the changing image and attitude of the American Negro.

"Other Negroes of comparable influence are leaders of movements. Powell, although he has been a one-man protest movement for 30 years, has not aligned himself with any Negro group nor any political philosophy. Nevertheless, his constituents have returned him to office repeatedly over the past 12 years. One aspect of our program will be an examination of his source of political strength."

Wasserman said the profile of Powell will evaluate what he stands for, what he has accomplished for the Negro people -- this in itself a subject of controversy -- whether his reputation for high-living is deserved, and what is the essential nature of a man who declares on the one hand that he abhors violence and, on the other hand, makes fiery speeches in which he boldly attacks Negro organizations, churches, labor and distinguished Americans in and out of politics.

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NBC-New York, 7/18/63



NBC NEWS REPORTER JOHN COLLEY HELD 13 HOURS BY MOROCCAN  
AUTHORITIES AFTER PHONING STORY ON LEFTIST GROUP ARREST

NBC News reporter John Cooley was released by Moroccan authorities yesterday (July 17) after he was arrested in a government raid on the Casablanca headquarters of the National Union Party.

Cooley penetrated government censorship with a phone call to NBC News Paris correspondent Bernard Frizell. He told Frizell the Moroccan government arrested 130 leaders of the opposition leftist National Union Party. Cooley was on assignment at N.U.P. headquarters July 16 when the raid took place.

According to Frizell, Cooley was held for 13 hours, during which time he was not permitted to sleep or eat. He was released after intervention by the U. S. Ambassador.

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NBC CAMERAMAN PUNCHED WHILE ON CAMBRIDGE (MD.) RACIAL STORY

NBC News cameraman George Sozio was punched by an assailant yesterday (July 17) while covering racial developments in Cambridge, Md.

Sozio was filming a scuffle between six white men and a group of National Guardsmen. One of the whites pointed to the cameraman and said, "Let's get him." They started after Sozio and NBC News sound-man John Levy. One man took a punch at Sozio.

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CORRECTIONS ON NBC-TV's 1963-64 PRIME TIME SCHEDULE (Released July 11)

SUNDAYS

7:30-8:30 PM  
(COLOR)

"Walt Disney's Wonderful World of Color" will have its season premiere Sept. 29. Date was previously announced as Sept. 15.

THURSDAYS

7:30-8:30 PM Kill: "The Robert Taylor Show"

Add: "Temple Houston," a Western dramatic series set against a backdrop of legal practice in the early American Southwest. Jeffrey Hunter stars in the title role of a young traveling lawyer. Jack Elam co-stars as a former gunfighter who has become a U. S. marshal. (Premiere Sept. 19)

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NBC-New York, 7/18/63



2-X-H

NBC TRADE NEWS

July 19, 1963

GENERAL MILLS AND BEECH-NUT LIFE SAVERS BUY

SPONSORSHIP IN 'CAPTAIN GALLANT' ON NBC-TV

"Captain Gallant," a filmed desert adventure series starring former Olympic swimming champion Buster Crabbe in the title role of a swashbuckling Foreign Legion officer, returns to the NBC-TV Network as a weekly repeat series starting Saturday, Sept. 21 (5:30-6 p.m. EDT).

Sponsorship in the program has been purchased by General Mills Inc., through Dancer-Fitzgerald-Sample Inc., and by Beech-Nut Life Savers Inc., through Benton & Bowles Inc.

First presented on NBC-TV in 1955, "Captain Gallant" was filmed in North Africa with the cooperation of the French Foreign Legion. Use of Legion troops and North African natives, and backgrounds that include the Legion headquarters, ancient French forts, street scenes in Morocco and the vast expanse of the Sahara Desert, give authenticity to the program.

Crabbe, a star of television and motion pictures, portrays an American adventurer in Foreign Legion stories of bravery and intrigue. Featured in the series is Crabbe's son, Cullen "Cuffy" Crabbe, who plays a 10-year-old boy adopted by Captain Gallant when his father, also a Legion officer, is killed. Other players include veteran comedy actor Fuzzy Knight as Fuzzy, Captain Gallant's orderly; Gilles Queant as Sgt. Duval and Daniel Lecourtois as the Colonel.

Frantel Inc. is producer of the "Captain Gallant" series.

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NBC COLOR TELEVISION NEWS



July 19, 1963

JOHN O'HARA STORY, "IT'S MENTAL WORK," IN ROD SERLING ADAPTATION,  
SET FOR COLOR HOUR ON "BOB HOPE PRESENTS THE CHRYSLER THEATRE"

The first property by noted author John O'Hara ever acquired for filmed television has been added to the production schedule of NBC-TV's 1963-64 color series, "Bob Hope Presents the Chrysler Theatre."

Rod Serling has been signed to adapt the O'Hara work, described by series producer Dick Berg as a provocative short story entitled "It's Mental Work." This will mark Serling's second contribution to the Chrysler Theatre series announced thus far. Already completed is "A Killing at Sundial," starring Stuart Whitman, Angie Dickinson and Melvyn Douglas.

Set in a shabby New York bar, "It's Mental Work" deals with the efforts of a bartender and a hat-check girl to gain control of the establishment following the owner's death.

Originally published in The New Yorker Magazine, the story is also included in a collection of O'Hara short stories titled "Assembly."

The Chrysler-sponsored series, variety and dramatic productions with Hope as the pivotal entertainment figure, will premiere Friday, Sept. 27 (8:30-9:30 p.m. NYT).

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2-X-H

NBC TRADE NEWS

July 22, 1963

NBC-TV REPORTS MORE THAN \$16,000,000 IN NEW AND RENEWAL

MONDAY-THROUGH-FRIDAY DAYTIME BUSINESS IN SIX WEEKS

- - -

3 New Color Programs Receive Over \$3,000,000

NBC-TV reported more than \$16,000,000 in new and renewal Monday-through-Friday daytime business during the last six weeks with three color programs -- "People Will Talk," "Missing Links" and the new Merv Griffin show -- receiving over \$3,000,000 of the total, it was announced today by James Hergen, Director, Daytime Sales, NBC Television Network.

Only one of the three programs is currently telecast. The others premiere in September. The programs are "People Will Talk" (2 p.m. EDT), which began on NBC-TV July 1, "Missing Links" which will start Sept. 9 (11:30 a.m. EDT), and the new Merv Griffin program which will begin Sept. 30 (10:30 a.m. EDT).

Advertisers (and their agencies) purchasing sponsorship in the three programs during the last six weeks are:

"People Will Talk" -- Derby Foods Inc. (McCann-Erickson Inc.), Warner Lambert. (Ted Bates & Co. Inc.), Plough Inc. (Lake-Spiro-Shurman Co.), Coats & Clark (Fuller, Smith & Ross Inc.), Metro Goldwyn Mayer (Donahue & Coe), Revere Copper (Maxon, Inc.), Calgon (Ketchum, McLeod & Grove, Inc.), Hartz Mountain Products Corp. (McManus, John & Adams), Pharmaco Inc. (Needham, Louis & Brorby), Aluminum Company of

(more)



America (Ketchum, McLeod & Grove Inc.), Bissell Inc. (N. W. Ayer & Son Inc.), Grove Laboratories (Grey Advertising), ExLax (Grey Advertising), Frito-Lay Inc. (Dancer-Fitzgerald-Sample Inc.), International Latex Corp. (Young & Rubicam Inc.), Whitehall Laboratories (Ted Bates & Co. Inc.), Ocean Spray Cranberries Inc. (McCann-Erickson Inc.), General Electric Co. (BBD&O Inc.), Lehn & Fink Products Corp. (Geyer, Morey, Madden & Ballard Inc.).

"Missing Links" -- Singer Sewing Machines (Young & Rubicam Inc.), Alberto Culver Co. (Compton Advertising Co.), Hartz Mountain Products Corp. (McManus, John & Adams), Metro-Goldwyn-Mayer (Donahue & Coe), Grove Laboratories (Grey Advertising), Frito-Lay Inc. (Dancer-Fitzgerald-Sample Inc.), Ocean Spray Cranberries Inc. (McCann-Erickson Inc.), General Electric Co. (BBD&O Inc.).

The new Merv Griffin program -- Campbell Soups Co. (Needham, Louis & Brorby), Revere Copper (Maxon, Inc.), Hartz Mountain Products Corp. (McManus, John & Adams), Coats & Clark (Fuller, Smith & Ross), Alberto Culver Co. (Compton Advertising Co.), Ocean Spray Cranberries Inc. (McCann-Erickson Inc.), General Electric Co. (BBD&O Inc.), Miles Laboratories Inc. (Wade Advertising, Inc.).

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NBC-New York, 7/22/63





July 22, 1963

SAVINGS AND LOAN FOUNDATION WILL SPONSOR TWO FULL-HOUR  
NBC-TV COLOR SPECIALS ON AMERICAN THEMES

Two full-hour NBC Television color specials on American themes, "American Spectacle" and "The Red, White and Blue," will be presented on the NBC-TV Network during the first half of 1964 under sponsorship of The Savings and Loan Foundation, Inc.

"American Spectacle," an NBC News program produced and written by Lou Hazam, will deal with the natural wonders of the land. It will be telecast Friday, March 20 (7:30-8:30 p.m. EST).

"The Red, White and Blue," a "Project 20" program produced and directed by Donald B. Hyatt, will be about American patriotism. Richard Hanser will write the script, and Robert Russell Bennett the original orchestral score. The program will be telecast in either late June or early July.

Van Heflin will narrate "American Spectacle" and will appear on-camera in several sequences. More than 50,000 feet of film already have been shot for the program in location ranging from Cape Hatteras westward to Hawaii.

As outlined by Hazam, "American Spectacle" will be "an effort to enable TV audiences to see our land as they have not seen it before, and to arouse in them a pride in the great natural beauty with

(more)





which our nation has been so richly endowed." Quotations drawn from American history will underscore the color-film footage.

"The Red, White and Blue" will be a drama about the part patriotism has played in America, a portrait of the spirit of '76, and an essay on what patriotism is -- and what it is not -- today. Hyatt's "Project 20" color cameras have already filmed a Memorial Day parade in Noank, Conn.; an old-fashioned Fourth of July celebration in the tiny town of Faith, N. C., and other exuberant displays of patriotism.

Speaking of the program's approach, Hyatt said, "Something has happened to patriotism; something has been lost, and in its place has crept in an apathetic sophistication, a kind of indifference, and at times almost a cynicism. Patriotism is not just flag-waving or festive occasions. It is a daily affair, it is a feeling, and it is a way of life. In a dramatic and entertaining style, the program will portray that way of life historically and contemporaneously."

Hyatt's associate producer for "The Red, White and Blue" is Robert Garthwaite. Hazam's associate producer for "American Spectacle" is Dan Karasik, with Tom Priestley as director. Eddy Manson will write its original musical score.

McCann-Erickson Inc., is the agency for the sponsor.

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NBC-New York, 7/22/63



ARTHUR BARRIAULT, NBC NEWSMAN 18 YEARS, JOINS WHITE HOUSE OFFICE  
OF EMERGENCY PLANNING AS LIAISON OFFICER FOR BROADCASTING  
INDUSTRY UNDER NEW EMERGENCY BROADCAST SYSTEM

Arthur Barriault, an NBC News correspondent for 18 years, has joined the White House Office of Emergency Planning as liaison officer for the broadcasting industry under the newly instituted Emergency Broadcast System.

Mr. Barriault was NBC News' Congressional correspondent for the past decade, covering the House and Senate for both NBC-TV and NBC Radio.

In his new post, Mr. Barriault will represent all networks and the National Association of Broadcasters as adviser to the Office of Emergency Planning. He will coordinate broadcasting matters concerning emergencies and civil defense activities between the broadcasters and the government.

Mr. Barriault joined NBC in 1945 after service in the U. S. Army Anti-Air craft and Intelligence branches. Before military service, he worked for the Providence (R.I.) Journal and Bulletin and Bedford (Mass.) Standard-Times.

After joining the network, Mr. Barriault was local news editor for the NBC-owned Station WRC in Washington, D. C. The next year, 1946, he covered the White House. After a stint as editor of NBC Radio's "News of the World," Mr. Barriault took over the Capitol Hill beat in 1953.

Mr. Barriault is a native of Fall River, Mass. He, his wife and their two children live in McLean, Va.





2-X-H

NBC TRADE NEWS

July 23, 1963

XEROX TO SPONSOR 90-MINUTE NBC-TV SPECIAL, 'THAT WAR IN KOREA'

A 90-minute "Project 20" special dealing with what has been termed "the strangest war" ever fought by man, "That War in Korea," will be presented on the NBC-TV Network Wednesday, Oct. 30 (7:30-9 p.m. EST), under sponsorship of Xerox Corporation.

Donald B. Hyatt, producer and director of "Project 20," today announced both the playdate and the fact that the show, originally conceived as a 60-minute program, will run an hour and a half. It has been in production for more than two years.

"We have been astonished at how powerfully and brilliantly this war was covered on film," Hyatt said. "The footage has turned out to be so rich that the hour we originally set just had to be expanded to 90 minutes. It is even more probing in relationship to the human aspect of war than the 'Victory at Sea' footage was. The basic theme material of 'Victory at Sea' and 'That War in Korea' is quite different. The Korean War was an entirely different human experience."

Richard Hanser will write the script, and Robert Russell Bennett will compose and conduct an original orchestral score. Robert Garthwaite is associate producer, and Daniel W. Jones head of film research.

(more)





Pictorially, musically and in the narration, the "Project 20" program will try to leave the audience with the feeling that the war in Korea was indeed "the strangest ever fought by man," Hyatt said. "It has been called a war we couldn't win, couldn't lose, and couldn't quit. It is, in fact, still going on. An armistice was signed, but no conclusive peace treaty ever has been. "

The program will mark the tenth anniversary of the agreement (July 27, 1953) that brought a cease-fire to the three-year "police action" resulting in 33,629 American dead and 103,284 American wounded.

Topically, the "Project 20" program will be divided into 16 segments: The Japan Occupation, North Korean Preparations, Portrait of Korea, Outbreak of War, Retreat to Pusan, Inchon, Advance North, Retreat and Evacuation, General MacArthur Goes, Back Home, Back in Korea, Peace Talking, Prisoners -- Ours and Theirs, The Cease-Fire, Prisoner Homecoming, The War Goes On.

The two longest segments are expected to deal with Inchon and with Retreat and Evacuation. Inchon was one of the greatest strategic counterstrokes of all time, in the judgment of many military men -- a stroke which completely reversed the tide of battle. The retreat and evacuation, following the northern advance, has been regarded as one of the great fighting retreats in military history and marked the first time in history that U. S. Marines were forced to withdraw.

Principal figures in the program will be Generals MacArthur, Ridgeway, Van Fleet, Walker and Dean, as well as President Truman,

(more)



### 3 - 'That War in Korea'

Senator Joseph MacCarthy, and Dwight D. Eisenhower and Adlai Stevenson, both emerging as political personalities.

"The strange, unexpected and baffling war in Korea has been a most interesting war to study because so much of the film has been buried, buried perhaps simply because it was a most unpopular war with the people," Hyatt said. "We had just won a major war and another one seemed inconceivable. The popular attitude toward it contrasted sharply with World War II. There was not at all the same feeling of a nation in a time of crisis. 'Don't you know there's a war on?' which stopped everybody cold during World War II was barely heard during Korea. Yet the possibility of a third World War loomed ominously and continuously in the background of the Korean situation."

The TV program will take its place as part of a long-range picture-word-and-music panorama of America that "Project 20" has been providing with programs that include, chronologically, "Meet Mr. Lincoln," "The Real West," "Mark Twain's America," "The Innocent Years" (1900-1917), "The Great War" (1914-1919), "The Story of Will Rogers," "The Jazz Age" (1919-1929), "Life in the Thirties" (1929-1939) and "Not So Long Ago" (1945-1950).

"That War in Korea" (1950-1953) will be a companion piece to "Victory at Sea," the 26-episode Naval history of World War II which, in a 90-minute adaptation, was telecast as a "Project 20" special in December, 1960.

The Xerox Corporation order was placed through Papert, Koenig, Lois Inc.

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NBC-New York, 7/23/63





NBC COLOR TELEVISION NEWS



PERRY COMO SIGNS HERBERT SARGENT AS CHIEF WRITER, BOB FLETCHER  
AS SCENIC-COSTUME DESIGNER, FOR 7 'MUSIC HALL' COLOR SPECIALS

Perry Como has signed Herbert Sargent as chief writer, and Bob Fletcher as scenic-costume designer, for the seven special color broadcasts of "Perry Como's Kraft Music Hall" to be presented various Thursdays (10-11 p.m. EDT) on NBC-TV next season. The first Como special will be telecast Oct. 3.

The new members of Como's show staff, who will join previously announced producer Marlo Lewis, director Dwight Hemion, music director Mitchell Ayres and choral director Ray Charles, have many TV credits. Sargent wrote for NBC-TV's "Colgate Comedy Hour," "Four Star Revue" and "All Star Revue" as well as for shows headed by Milton Berle, Bing Crosby, Steve Allen, Victor Borge and others. He also is a staff writer for Esquire Magazine.

Fletcher has been scenic and costume designer on many TV shows, and has been associated with more than 100 theatre productions on Broadway, off-Broadway, opera and concerts across the country. Both Sargent and Fletcher have received a number of awards.

As announced, the seven "Perry Como's Kraft Music Hall" specials and the "Kraft Suspense Theatre" will comprise the all-new Kraft television programming to be presented in color on NBC-TV Thursdays (10-11 p.m. EDT) next season.

-----o----- NBC-New York, 7/23/63





FILMS OF LISTON-PATTERSON TITLE BATTLE ARE FLOWN  
TO DISTANT AREAS BY NBC INTERNATIONAL

Films of the Sonny Liston-Floyd Patterson heavyweight championship bout in Las Vegas, Nev., were flown by NBC International early this morning (July 23) to Latin-America, Spain, Nigeria, Kenya, Singapore and Jamaica. The film rights had been obtained from SportsVision, Inc. and immediate sales to many overseas points followed.

The ring action was kinescoped to New York after the fight July 22 and processed here by a special film crew working overnight. As a result, television audiences in Mexico, Venezuela, Spain, Panama and Jamaica will see the fight pictures today (July 23). Within less than 48 hours of the fight's conclusion, the films also will be available for telecast in Singapore, Kenya and Nigeria.

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NBC-New York, 7/23/63



RAY SCHERER IS NAMED NBC NEWS' CONGRESSIONAL CORRESPONDENT

NBC News' White House correspondent Ray Scherer has been named Congressional correspondent, it was announced today by Julian Goodman, Vice President, NBC News.

The move will strengthen network coverage at the Capitol for the new half-hour "Huntley-Brinkley Report," said Goodman. The expanded Monday-through-Friday "Huntley-Brinkley Report" begins Monday, Sept. 9 (7-7:30 p.m. EDT).

Scherer will be replaced by Robert MacNeil on NBC News' staff of White House correspondents, which includes Sander Vanocur and Robert Goralski.

During his assignment at the White House over the past decade, Scherer has covered the activities of, and known personally, Presidents Truman, Eisenhower and Kennedy. Currently, Scherer is seen weekdays on "NBC News Day Report" (12:55-1 p.m. EDT) and "Ray Scherer's Sunday Report" (6:30-7 p.m. EDT). Scherer also will be a regular on NBC-TV's "Sunday" series, which begins Oct. 20 (4-5 p.m. EDT).

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NBC-New York, 7/23/63



NBC-TV'S COVERAGE OF NATIONAL FOOTBALL LEAGUE'S  
CHAMPIONSHIP GAME IS COMPLETELY SPONSORED

Complete sponsorship of NBC-TV's coverage of the National Football League Championship Game Sunday, Dec. 29 was announced today by Richard N. McHugh, Manager, Sports and Special Program Sales, NBC Television Network.

The program was completely sold within two months after NBC was awarded exclusive broadcasting rights to the game for \$926,000. This makes the ninth consecutive year NBC will televise the contest, emphasizing NBC's continued leadership in broadcasting the top sports events of the year.

A quarter sponsorship each was purchased by Ford Motor Company (J. Walter Thompson Company) and Philip Morris Inc. (Leo Burnett Company Inc.)

A third quarter was sold regionally to American Oil Company (D'Arcy Advertising Company), Sun Oil Company (William Esty Company Inc.) and Farah Mfg. Company Inc. (White & Shuford Advertising).

Sponsorship of a fourth quarter sold regionally to P. Ballantine & Sons (William Esty Company), Falstaff Brewing Corp. (Dancer-Fitzgerald-Sample), Theo. Hamm Brewing Company (Campbell-Mithun Inc.), Carling Brewing Company Inc. (Lang, Fisher and Stashower, Inc.), The National Brewing Company (W. B. Doner & Company), J. A. Folger & Company (Fletcher Richards, Calkins & Holden Inc.), The Geo. Wiedemann Brewing Company Inc. (Doherty, Clifford, Steers & Shenfield Inc), National Bohemian Beer (W. B. Doner & Company).

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NBC-New York, 7/24/63





# NBC TELEVISION NETWORK NEWS

July 24, 1963

'CONCENTRATION' TO MARK FIFTH ANNIVERSARY

- - -

Mitch Miller and Merv Griffin to Join Host Hugh Downs

In Special Game on Celebration Program

NBC-TV stars Mitch Miller and Merv Griffin will be the guest celebrities joining host Hugh Downs and participating in a special game of "Concentration" during the NBC-TV game show's fifth anniversary celebration on the Monday, Aug. 26 program (11:30 a.m. to 12 noon EDT).

Miller is host of the "Sing Along with Mitch" color series. Griffin will emcee a new Monday-through-Friday color show, "Merv Griffin's Word for Word," starting Sept. 30.

Two five-year-olds celebrating their birthday on the same day as "Concentration" will get a windfall of prizes when Miller and Griffin compete in their game of trying to match numbers and solve the rebus (word picture).

For the past few weeks, "Concentration" has been conducting a search for children throughout the United States who were born on Aug. 25, 1958 -- the day that "Concentration" began. Parents of such children have been asked to submit postcards to the show, which will select 20 of the cards at random and send a variety of games to those youngsters. Then, on the anniversary program, Miller and

(more)



Griffin will draw two cards from among the 20, and those two children will receive the prizes won by the celebrities.

"Concentration's" fifth anniversary show Aug. 26 is being held one day after the actual premiere date of Aug. 25, because the latter date falls on Sunday.

As previously announced, "Concentration" soon will move into a new time period. The popular Monday-through-Friday feature will be presented from 11 to 11:30 a.m. EDT, starting Sept. 9.

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NBC-New York, 7/24/63



NBC TELEVISION NETWORK NEWS-X-H

July 25, 1963

FIRST NETWORK TELEVISION SERIES ON FOUR GOSPELS OF NEW TESTAMENT  
TO BE PRESENTED ON NBC'S "FRONTIERS OF FAITH" IN SEPTEMBER

Network television's first lecture series on the four Gospels of the New Testament will be presented by "Frontiers of Faith" on the NBC-TV Network in September.

The series, an NBC Public Affairs presentation, will be produced in cooperation with the National Council of Churches, representing 33 Protestant and Eastern Orthodox communions in the United States. It will be telecast Sundays, starting Sept. 8 (1:30 to 2 p.m. EDT).

The Rev. Dr. Robert C. Campbell, a noted Bible scholar and teacher, will conduct the one-man programs. Dr. Campbell, who is dean of the California Baptist Theological Seminary at Covina, will draw heavily upon photographs, maps, and reproductions of paintings and sculpture as lecture illustrations.

The new series will be part of a long-term "Frontiers of Faith" venture dealing with "the living Bible in today's world," according to Dr. S. Franklin Mack, executive director of the Broadcasting and Film Commission of the National Council of Churches.

"Last Spring's series on the Book of Genesis, conducted by Dr. Hagen Staack of Allentown, Pa., was such an overwhelming popular success that the National Council has decided that Bible teaching is

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## 2 - 'Frontiers of Faith'

an excellent use for its network television time," Dr. Mack said. The National Council cooperates with NBC in presenting 24 "Frontiers of Faith" telecasts annually.

More than 10,000 enthusiastic letters from viewers of the Genesis lectures, telecast last February through April, have been received by the National Council's Broadcasting and Film Commission, Dr. Mack reported.

Returning to the Bible for program source material marks a departure for "Frontiers of Faith," which in recent seasons has concentrated mainly on contemporary social and theological issues.

"Dr. Campbell's extensive knowledge and experience as a Biblical interpreter -- uncommon in a man of his 39 years -- hold high promise of a fresh and exciting new television series, " Dr. Mack said.

Dr. Campbell will speak on "The Gospel of Matthew" Sept. 8, "The Gospel of Mark" Sept. 15, "The Gospel of Luke" Sept. 22 and "The Gospel of John" Sept. 29.

The Gospels will be presented and discussed as if audiences were hearing about them for the first time, Dr. Campbell said. "The new series will attempt to communicate the distinctive message of each Gospel, show how they differ from one another, and point out their meaning in relation to the viewer's everyday life," he added. "Each broadcast will stand as a whole, but together the four programs will be interrelated just as the four books are."

A study guide on the four Gospels, prepared by Dr. Campbell, will be sent to viewers free of charge on request.

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### 3 .. 'Frontiers of Faith'

Dr. Campbell, an ordained minister in the American Baptist Convention, is a student of Biblical languages with a fluent command of both Hebrew and Greek. He is a frequent traveler in the Near East, and was once congratulated by David Ben Gurion, then Israel's prime minister, on his proficiency in Hebrew.

He is a graduate of Westmont College, Santa Barbara, Calif., and has an M.A. degree from the University of Southern California and B.D. and Th. D. degrees from the Eastern Baptist Theological Seminary, Philadelphia. He joined the faculty of the California Baptist Theological Seminary in 1953 and became dean in 1954.

Doris Ann, manager of NBC Television religious programs, is executive producer of "Frontiers of Faith." Frank Pacelli is the director.

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NBC-New York, 7/25/63



NATIONAL EDUCATION ASSOCIATION DISTRIBUTES 1,000 COPIES  
OF NBC-TV SALES BROCHURE ON 'MR. NOVAK'

The National Education Association has distributed 1,000 copies of the NBC-TV program sales presentation on "Mr. Novak," the new full-hour dramatic series which premieres on the network Tuesday, Sept. 24 (7:30 p.m. EDT) .

The program stars James Franciscus as John Novak, a new high school English teacher. Academy Award winner Dean Jagger co-stars in the series as the high school principal, Albert Vane.

N.E.A. circulated copies of the sales brochure to high school principals, school superintendents and educational association officers in major cities where the program will be telecast. The 32-page, illustrated brochure was written by Marcy Tinkle, an NBC-TV program sales presentation writer, and designed by Robert Greenwell, art director for NBC-TV sales planning.

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NBC-New York, 7/25/63





WINSTON O'KEEFE TO PRODUCE "GRINDL," NEW NBC-TV SERIES

Winston O'Keefe will be the producer of "Grindl," new weekly half-hour filmed mystery-comedy show starring Imogene Coca, which starts on NBC-TV Sunday, Sept. 15 (8:30 p.m. EDT).

O'Keefe, a former actor, has been a TV production supervisor for advertising agencies, a TV and film packager and executive producer. In 1956 he was producer in charge of talent for the "NBC Matinee Theatre" daily TV drama series, and provided a showcase for more than 880 actors by the time the series reached its 100th telecast.

He was also general manager of the Washington Theatre Festival, managing director of New Stages Inc., in New York, and founder-director of the American Theatre Wing's professional training program. O'Keefe appeared in 10 Broadway productions and played running roles in several major daytime radio programs. He was stage manager for three Broadway plays, a play reader and editor, narrator of numerous documentary films and director-producer of Summer Theatre in Ridgefield, Conn. He joined Screen Gems, where "Grindl" is being filmed, in 1956, and produced "Dennis the Menace" series there.

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NBC-New York, 7/25/63



CREDITS FOR REPEAT OF 'MILTON BERLE SHOW' IN COLOR

Program: "The Milton Berle Show"

Time: NBC-TV color show, Monday, Aug. 12,  
9:30-10:30 p.m. EDT. Repeat of  
March 9, 1962)

Star: Milton Berle

Guest Stars: Jack Benny, Lena Horne, Janis Paige and  
Laurence Harvey

Format: Comedy and musical variety

Produced by William O. Harbach

Directed by Barry Shear

Written by Herb Sargent, Harry Crane, Stan Dreben  
and Milt Josefsberg.

Special Material by Dan Shapiro

Associate Producer: Hal Collins

Music Director: Les Brown

Choreographer: Tom Hansen

Art Director: Jay Krause

Costumes: Ray Aghayan

Executive Producer: Milton Berle

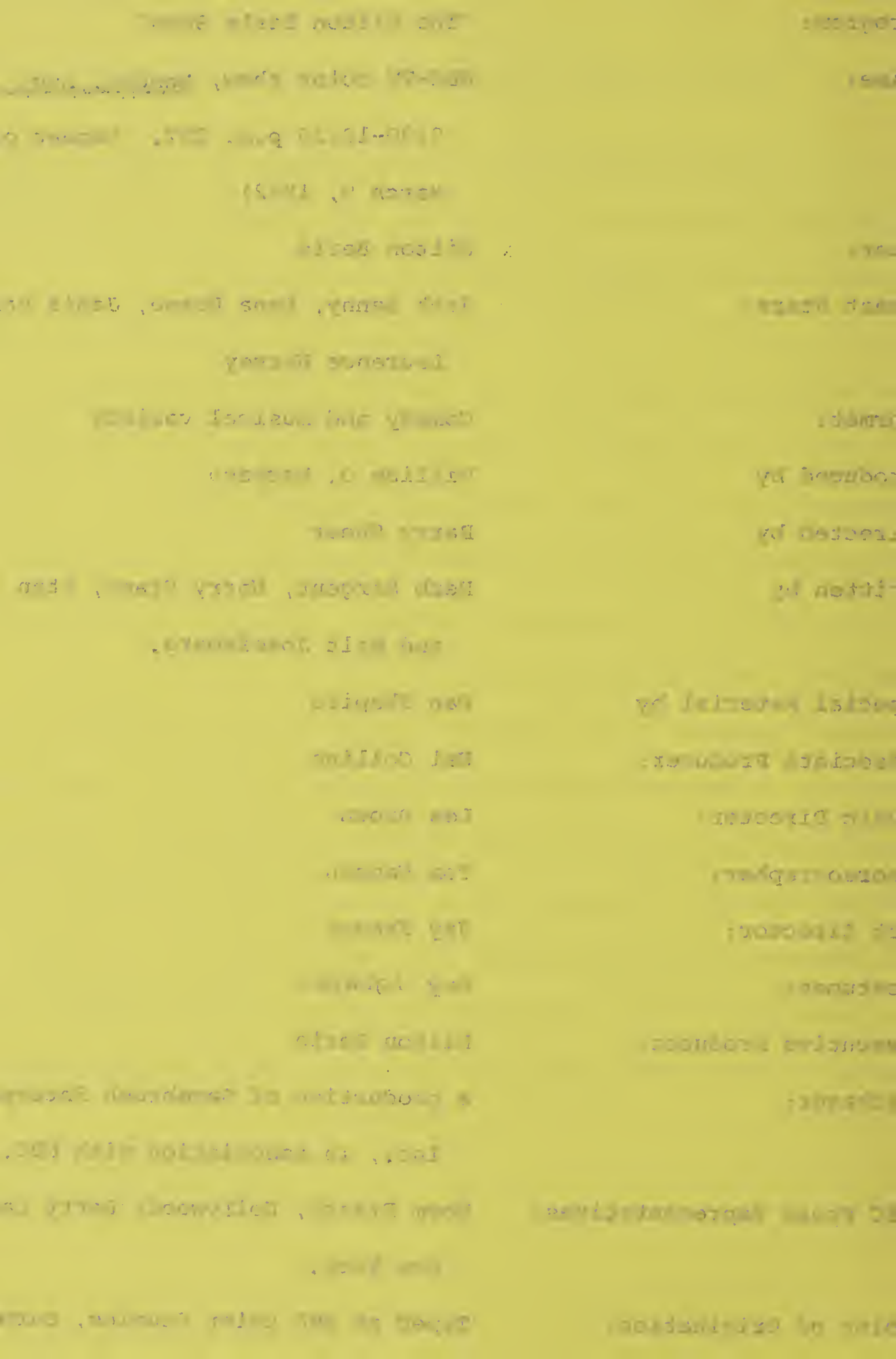
Packager: a production of Sagebrush Enterprises  
Inc., in association with NBC.

NBC Press Representatives: Norm Frisch, Hollywood; Betty Lanigan,  
New York.

Point of Origination: Taped at NBC Color Studios, Burbank, Calif.

Sponsor: Pharmacraft Laboratories

Agency: Papert, Koenig, Lois Inc.





ENCYCLOPAEDIA BRITANNICA, ENTERING NETWORK TV FIRST TIME,  
BUYS HALF-SPONSORSHIP IN 'EXPLORING' FOR 1963-64

FOR RELEASE MONDAY A.M., JULY 29

Encyclopaedia Britannica, making its entrance into network television, has purchased half sponsorship of "Exploring" for the 1963-64 season, it was announced jointly today by William R. McAndrew, Executive Vice President in charge of NBC News, and Maurice B. Mitchell, President of Encyclopaedia Britannica Inc.

The "Exploring" educational series for children will return to NBC-TV Saturday, Oct. 12. The program, a presentation of NBC News, will be telecast in color in a new time period, Saturdays from 1 to 2 p.m. NYT.

"We, of Britannica, have long felt that television is one of the greatest communications media in the history of man," Mr. Mitchell said. "However, we were never able to find the right television vehicle for our almost 200-year-old educational firm until now. What we were particularly searching for was a quality educational program which would enable us to advance the accumulation and communication of knowledge.

"We are proud to sponsor this outstanding, award-winning television program for children. We feel that 'Exploring' is of great value to the youth of America, not only educating them in an  
(more)





entertaining way but of tremendous help to them with their school-work. Our aim is to help the parents and teachers in the field of education and to make learning an exciting thing."

"We welcome Encyclopaedia Britannica to the NBC-TV Network," Mr. McAndrew said. "It is especially gratifying to us that Britannica, after long and careful consideration of the entire field of television programming, found at NBC a program matching its prestige and high standards of quality. Nothing could be more appropriate than this alliance between Britannica, a leader in the dissemination of educational materials, and 'Exploring,' which has been acclaimed the best educational series for children on television."

"Exploring" received three of broadcasting's highest awards last season -- a George Foster Peabody Award, a Thomas Alva Edison Foundation Award, and an Ohio State Award given by the Institute for Education by Radio-Television of Ohio State University. The Ohio State citation noted: "The 'Exploring' series could compete successfully in several categories, but in the Fine Arts and Humanities this particular program is outstanding. Skillful selection of host, subject matter and visual materials are thoroughly combined in a presentation paced so that the program is both fascinating and instructional for young people."

Dr. Albert R. Hibbs, a nationally-known scientist and educator, is host of "Exploring," which was created and is produced by Craig Fisher. The program regularly covers language, music, science, geography and social studies.

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"Exploring" is a Public Affairs presentation of NBC News.

Edward Stanley is Director of Public Affairs.

Encyclopaedia Britannica was first published in Edinburgh, Scotland, in 1768. Today the company, Encyclopaedia Britannica Inc., is the largest publishing complex of its kind in the world, with affiliated interests in Latin America, Mexico, Switzerland and Australia. In 1943, Senator William Benton purchased the company, which had been American-owned since the turn of the century, and began publishing Encyclopaedia Britannica "with the advice and the editorial facilities" of the University of Chicago.

The order for Britannica was placed through McCann-Erickson, Inc.

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NBC-New York, 7/26/63



July 26, 1963

PLYMOUTH BUYS ALTERNATE-WEEK SPONSORSHIP  
IN EXPANDED 'HUNTLEY-BRINKLEY REPORT'

The Plymouth Division of Chrysler Corporation has purchased alternate-week sponsorship in "The Huntley-Brinkley Report," NBC-TV's new expanded half-hour news program, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The expanded series will be telecast weekday nights (7-7:30 p.m. NYT) starting Monday, Sept. 9, and will feature NBC News' award-winning team of Chet Huntley and David Brinkley.

Sponsorship of the program, as previously announced, has also been purchased by R. J. Reynolds Tobacco Company (through William Esty Company Inc), American Home Products Corporation (Ted Bates and Company Inc.), American Chicle Company (Ted Bates and Company Inc.), Aluminum Corporation of America (Fuller, Smith and Ross Inc.) and Standard Brands Inc. (J. Walter Thompson Company).

The order by Plymouth Division of Chrysler Corporation was placed by N. W. Ayer & Son, Inc.

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## NBC TELEVISION NETWORK NEWS

NBC NEWS WILL PRESENT 90-MINUTE TV SPORTS SPECIALS

Bud Palmer to Be Host of Series on Top Events in Varied Fields

FOR RELEASE MONDAY A.M. JULY 29

NBC News will present a series of 90-minute "NBC Sports Special" programs beginning Saturday, Jan. 11 (4:30 to 6 p.m. NYT). Sportscaster Bud Palmer will be host of the live and taped TV series.

"NBC Sports Special" will cover championship competition in a variety of sports, with usually two or three different events on each show. The sports fare will include events in track and field, basketball, skiing, swimming, wrestling, figure-skating, table tennis, motorcycle-racing, handball, crew-racing, horse-racing, skeet-shooting, billiards, bowling, hockey, sportscar-racing, bob-sledding and dog show.

Palmer was host of last season's "Sports International" series on NBC-TV. He has been the NBC-TV commentator for many sportscasts, including championship golf, tennis and track events, NBA basketball games and the "Jackpot Bowling" show. He was an All-American basketball star at Princeton University and starred in professional ranks with the New York Knickerbockers.

The producer of "NBC Sports Special" will be Chet Hagan, who has produced many of NBC-TV's "Instant News Specials." During the last four years, Hagan has produced almost 300 shows dealing with headline news events, including the Glenn and Cooper space flights, the sinking of the submarine Thresher, racial problems in Alabama and the European trip of President Kennedy.

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NBC TELEVISION NETWORK NEWS

July 29, 1963

UNPRECEDENTED THREE-HOUR NBC NEWS PROGRAM ON CIVIL RIGHTS

ISSUE WILL PRE-EMPT ENTIRE NIGHTTIME SCHEDULE

OF NBC-TV NETWORK MONDAY, SEPT. 2

A three-hour definitive study of all aspects of the civil rights issue will pre-empt the entire NBC-TV Network programming schedule from 7:30-10:30 p.m. EDT, Monday, Sept. 2, it was announced today by William R. McAndrew, Executive Vice President in charge of NBC News.

This unprecedented program -- the first three-hour planned news special in network television -- will present a comprehensive examination of the history of the civil rights movement from the Emancipation Proclamation down to the present day.

It will cover such major developments as the Public Facilities Act of 1875 and the U. S. Supreme Court decision declaring it unconstitutional in 1883; the 1896 Supreme Court decision in the case of Plessy vs. Ferguson enunciating the "separate but equal" doctrine; the Supreme Court decision in 1954 which held that this doctrine had "no place" in public education; the expansion of the civil rights movement after 1954 in relation to trade unions, transportation and public eating places; the demonstrations which have taken place across the nation within the past months, and the Administration's civil rights bill.

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Mr. McAndrew said the NBC News program will feature discussion periods in which leaders of civil rights movements and their critics, the Administration, Congress, labor and proponents and opponents of the proposed civil rights legislation will participate. Through presentation of spokesmen for different aspects of the issue the program will present the varying approaches that public opinion has taken throughout the nation.

The program will draw upon the entire corps of NBC News' domestic correspondents for analysis of how the civil rights issue affects the American public, and also on NBC foreign correspondents for reports on reaction to this issue throughout the world. Included in the coverage will be an examination of England's similar problem resulting from the influx of Negroes from its dominions.

A team of NBC News producers will produce the coverage.

(NOTE: The three-hour program will pre-empt "Monday Night at the Movies," "The Art Linkletter Show" and "David Brinkley's Journal.")

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NBC-New York, 7/29/63





July 29, 1963

8 ADVERTISERS BUY SPONSORSHIP IN NEW 'TEMPLE HOUSTON' SERIES

Eight advertisers have purchased sponsorship in "Temple Houston," NBC-TV's new full-hour Western dramatic series starring Jeffrey Hunter in the title role, it was announced today by Don Durgin, Vice President, NBC Television Sales.

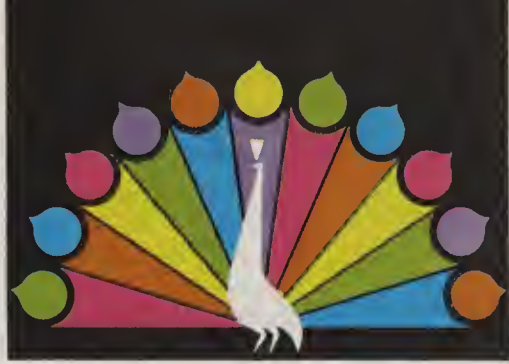
"Temple Houston," set against a backdrop of legal practice in the early American Southwest, will premiere Thursday, Sept. 19, 7:30 p.m. EDT.

The advertisers (and their agencies) are: John H. Breck Inc. (Young & Rubicam), Bristol-Myers Co. (Young & Rubicam), Buick Motor Division of General Motors Corporation (McCann-Erickson Inc.), Good-year Tire & Rubber Company (Young & Rubicam), H. J. Heinz Company (Maxon Inc.), S. C. Johnson & Son (Needham, Louis and Brorby Inc.), Lehn & Fink Products Corporation (Geyer, Morey & Ballard) and Pharmacraft Laboratories (Papert, Koenig, Lois Inc.).

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NBC COLOR TELEVISION NEWS



July 29, 1963

FULL-HOUR COLOR SPECIAL FILMED IN FOOTSTEPS  
OF APOSTLE PAUL WILL BE TELECAST BY NBC

A full-hour color special filmed in the footsteps of the Apostle Paul, who followed literally the injunction of Christ to "go ye into the whole world, and preach the gospel to every creature," will be presented on the NBC-TV Network next May. Doris Ann, manager of NBC Television religious programs, announced the project today.

The program, titled "The Apostle Paul," is being produced by the Southern Baptist Convention in cooperation with the NBC Television Religious Program unit.

Traveling with nearly a ton of photographic equipment, the NBC-SBC task force spent seven weeks this Summer following the New Testament trail of Paul's missionary journeys through the deserts and mountains of the Middle East, across Turkey and into Greece and Italy. With Miss Ann, who headed the task force as executive producer, were Martin Hoade, producer-director; Joseph Vadala, prize-winning NBC News photographer, cameraman; and Thomas Landi, assistant cameraman. Representing the Southern Baptist Convention on the film team were Dr. Paul M. Stevens, director of its radio and Television Commission,

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who is the program's theological consultant, and Dr. Truett Myers, production manager.

The script will be written by Philip Scharper, well-known writer on religious subjects who wrote "I Am with You," the four-part NBC-TV history of the Catholic Church and its ecumenical councils, telecast by "The Catholic Hour" last May.

The object of the film study of the Apostle Paul is to "re-examine our faith in our time in the light of Paul's faith in his time," according to Dr. Stevens. "We think this film will hold great interest for every Jew, Catholic and Protestant in America," he said. "We hope it will make a great contribution to the spiritual life of America."

The film team began its journey at Amman, Jordan, in the desert where Paul went following his conversion experience on the Damascus road. From there, the unit proceeded to Jerusalem, in Jordan; to Caesarea, Capernaum, and Galilee, in Israel; to Ephesus, Pergamum, and Istanbul, in Turkey; to Corinth, Kavalla, Salonika and Athens, in Greece; and, finally, to Rome. Some 37,000 feet of color film were shot, with the prospect of using 2,000 feet in the finished program.

Production of "The Apostle Paul" will be the fourth large-scale overseas venture the NBC Television Religious Program unit has undertaken in cooperation with the Southern Baptist Convention. "Report from Rio," a program covering the World Baptist Alliance Convention in Rio de Janeiro, Brazil, was telecast in 1960. "Report

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3 - 'The Apostle Paul'

from Moscow," a program filmed chiefly in the Moscow Baptist Church, was telecast in 1961. "To Breathe Free," a profile of Hong Kong mainly concerned with the tide of refugees flowing steadily south from Red China, was telecast in 1962.

Martin Hoade, producer-director of "The Apostle Paul," has produced and directed all of the NBC Television Religious Program unit's overseas programs. Among them were "The Land of the Book" and "The People of the Book," a two-part series filmed in Israel for "The Eternal Light" (1958); "I Am with You" (1962) and "Rome Eternal" (1958), two four-part series filmed for "The Catholic Hour"; as well as "Report from Moscow," "Report from Rio" and "To Breathe Free."

Telecast for "The Apostle Paul" will be announced soon.

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NBC-New York, 7/29/63



IRVING GITLIN TO GIVE KEYNOTE ADDRESS AT MULTI-NATIONAL  
COMMUNICATIONS SEMINAR AT BRANDEIS UNIV.

Irving Gitlin, executive producer in charge of Creative Projects, NBC News, will deliver the keynote address at the Multi-National Communications Seminar at Brandeis University, Waltham, Mass., Monday evening, Aug. 5. He will speak on the responsibility and problems of the broadcaster in presenting news and public affairs programming.

At the seminar Tuesday morning, Aug. 6, he will discuss content and production techniques of his "NBC White Paper" programs and the dramatic actualities he produces for "Du Pont Show of the Week" on NBC-TV. He will illustrate his talk with excerpts of "The Battle of Newburgh" in the "White Paper" series and the Du Pont show "Prisoner at Large."

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NBC-New York, 7/29/63



"ALL THE COMFORTS OF HOME," NEW WRITER'S FIRST TELEPLAY,  
IS BEING FILMED FOR "RICHARD BOONE SHOW"

"All the Comforts of Home," the first teleplay to be sold by Paul Lucey, a new writer, is now being filmed on location in Monterey, Calif., for NBC-TV's "The Richard Boone Show." The series will start Tuesday, Sept. 24 (9-10 p.m. EDT).

The teleplay stars Boone as Luke Stringer, a hillbilly banjo player who has turned his back on big-city life and tries to return to the hill country of North Carolina. Other repertory players include Jeanette Nolan as Agnes Stringer Stump, Luke's sister; Ford Rainey as Sterling Stump, the husband; Bethel Leslie as Ruth McNeil, the snake woman; Guy Stockwell as Hog-Eye, Harry Morgan as Cody Wilson and Warren Stevens as Silver Dan. The director is Robert Gist.

Lucey has been writing teleplays -- 15 in all -- for four years, but this represents his first sale. He was born in Boston, Mass., studied economics and received his B. A. from Duke University and, until recently, was a research writer for Douglas Aircraft, Santa Monica, Calif. Previously he worked for General Electric as a public relations trainee, which took him to India. He was also editor for the College Science Magazine for the Institute of Radio Engineers in New York.

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THE NATIONAL BROADCASTING COMPANY

Rockefeller Plaza, New York 20, N. Y.

2-X-H

GENE WALSH IS APPOINTED MANAGER, BUSINESS AND TRADE  
PUBLICITY, FOR NBC PRESS DEPARTMENT

Appointment of Gene Walsh as Manager, Business and Trade  
Publicity, for the NBC Press Department was announced today by  
Merryle S. Rukeyser Jr., Director, Press and Publicity, National  
Broadcasting Company.

Mr. Walsh succeeds Alan Baker, who has been appointed  
Director, Program Publicity, as previously announced.

Mr. Walsh, who has been Assistant Trade News Editor, since  
January, 1962, joined the NBC Press Department in January, 1961, as an  
Associate Magazine Editor. He had previously been a reporter and  
columnist for the Adirondack Daily Enterprise, Saranac Lake, N. Y., and  
before that was Director of Press Information for Paul Smith's  
College, Paul Smith's, N. Y.

Mr. Walsh is a graduate of St. Lawrence University, Canton,  
N. Y. He is married to the former Judith Luce of Saranac Lake, N. Y.  
They reside in New Milford, N. J., with their two children.

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NBC-New York, 7/30/63



NBC-TV WINS 8 NAFBRAT AWARDS, MORE THAN ANY OTHER NETWORK

NBC-TV won eight awards, more than any other network, in ceremonies recently at Los Angeles held by the National Association for Better Radio and Television.

Four of the NBC winners were news programs: "Exploring," "David Brinkley's Journal," "Today" and "NBC White Paper." The other NBC-TV winners were "Hazel," "Sing Along with Mitch," "Hallmark Hall of Fame" and "Walt Disney's Wonderful World of Color."

The 1962 awards by NAFBRAT also included three regional citations to KNBC, NBC's owned station in Los Angeles, for the programs "Romeo and Juliet," "Comment," and "Survey '62."

In citing the "Today," show, NAFBRAT praised the series for its "excellent coverage of the day's hard news, features, miscellaneous and editorials." "Exploring" was commended for "imagination and clarity," and the "NBC White Paper" series for a "consistently fair and objective manner." The NBC awards were accepted by Thomas C. McCray, Vice President and General Manager, KNBC.

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NBC-New York, 7/30/63



2-X-H

NBC TRADE NEWS

July 31, 1963

GOODYEAR BUYS SPONSORSHIP IN 12 NBC-TV 1963-64 PROGRAMS

The Goodyear Tire & Rubber Co. has purchased sponsorship in 12 NBC-TV 1963-64 programs, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

Five of the programs will make their debuts this Fall. They are "The Bill Dana Show" (Sunday, Sept. 22), "Mr. Novak" (Tuesday, Sept. 24), "Espionage" (Wednesday, Oct. 2), "Temple Houston" (Thursday, Sept. 19) and "The Lieutenant" (Saturday, Sept. 14).

The other shows are "The Virginian," "Sing Along with Mitch," "International Showtime," "The Joey Bishop Show," "Saturday Night at the Movies," "Report From \_\_\_\_\_" and NBC News' specials.

The Goodyear order was placed by Young & Rubicam, Inc.

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## NBC TRADE NEWS

July 31, 1963

### MINNESOTA MINING AND MANUFACTURING CO. TO SPONSOR NBC-TV COVERAGE AT 23RD BING CROSBY NATIONAL PRO-AMATEUR GOLF TOURNEY

Action in two rounds of the 23rd Bing Crosby National Pro-Amateur Golf Tournament at Pebble Beach Golf Club in California will be televised by the NBC-TV Network Saturday and Sunday, Jan. 18 and 19, 1964, it was announced today by Tom S. Gallery, NBC Director of Sports.

The two-day TV coverage will be sponsored by Minnesota Mining and Manufacturing Company (3M), through Erwin Wassey, Ruthrauff & Ryan Inc.

NBC-TV's coverage will include third-round play Saturday, Jan. 18, from 5 to 6 p.m. EST, and the concluding holes of the tournament Sunday, Jan. 19, from 5 to 6:30 p.m. EST. This will be the first time NBC-TV has covered the Crosby tourney, which is one of the highlights of the Winter golf tour.

Some of the nation's top professional golfers, and golf-playing celebrities from the entertainment and sports worlds, will participate in the 72-hole event, which is played over three different courses on the Monterey Peninsula of California starting Jan. 16. On the first three days, the three-way field rotates between

(more)



Pebble Beach, Cypress Point and Monterey Peninsula club courses. On the final day, the low 50 pro-amateur teams, plus ties for 50th place and any other professionals in contention, play at Pebble Beach.

In conjunction with its sponsorship of the TV coverage of the tournament, the 3M Company is conducting a "Beat Bing" contest between Aug. 4 and 24. Contestants' scores, with handicap included, will be matched against a round played by Bing Crosby Aug. 24 at the White Bear Country Club in St. Paul, Minn. The 27 leaders will participate in a special playoff in October at Tucson, Ariz. The three top finishers in this competition will be awarded trips to Pebble Beach, where they will play in the Crosby tournament and will appear in the golf telecast.

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NBC-New York, 7/31/63



July 31, 1963

J.B. WILLIAMS COMPANY BUYS ALTERNATE-WEEK SPONSORSHIP  
IN EXPANDED 'HUNTLEY-BRINKLEY REPORT'

The J. B. Williams Company has purchased alternate-week sponsorship in NBC-TV's expanded "Huntley-Brinkley Report," it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

The new half-hour news series, now 90 per cent sold with only one weekly quarter-hour available for sponsorship, will be telecast Monday through Friday (7-7:30 p.m. EDT) starting Monday, Sept. 9. As previously announced, sponsorship of the "Huntley-Brinkley Report" also has been purchased by R. J. Reynolds Tobacco Company (through William Esty Company Inc.), American Home Products Corporation (Ted Bates and Company Inc.), American Chicle Company (Ted Bates and Company, Inc.), Aluminum Corporation of America (Fuller, Smith and Ross Inc.), the Plymouth Division of Chrysler Corporation (N. W. Ayer & Son Inc.), and Standard Brands Inc. (J. Walter Thompson).

The J. B. Williams order was placed through Parkson Advertising Agency, Inc.

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RICHARD J. CONNELLY IS APPOINTED ASSISTANT TRADE NEWS EDITOR  
FOR NBC PRESS DEPARTMENT

Richard J. Connelly has been appointed Assistant Trade News Editor for the NBC Press Department, it was announced today by Merryle S. Rukeyser, Jr., Director, Press and Publicity, National Broadcasting Company.

Mr. Connelly succeeds Gene Walsh, who has been named Manager, Business and Trade Publicity, for the Press Department.

Mr. Connelly has been a staff writer in the news unit of the NBC Press Department, which he joined in July, 1961. For three years previous, he was a reporter for the Memphis (Tenn.) Commercial Appeal.

A 1955 graduate of the University of Notre Dame, he spent three years as a pilot in the Air Force before joining the Memphis newspaper. Mr. Connelly, his wife and their two children live in Green Brook Township, N. J.

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NBC-New York, 7/31/63

